CONFERENCE PROCEEDINGS

THE INC 2022

ISBN: 978-9963-697-42-7

Tourism, Hospitality & Events Innovation and Resilience during Uncertainty

Table of Contents

Organising Committee

Chair of organising committee

Dr Anna Farmaki, Cyprus University of Technology, Cyprus

Members

Dr Prokopis Christou, Cyprus University of Technology, Cyprus

Dr Alexis Saveriades, Cyprus University of Technology, Cyprus

Prof Anastasios Zopiatis, Cyprus University of Technology, Cyprus

Scientific Committee

Chairs of Scientific Committee

Dr Eleni Michopoulou, University of Derby, UK

Prof Nikolaos Pappas, University of Sunderland, UK

Members

Dr Julian K. Ayeh, Coventry University, UK

Dr Iride Azara, University of Derby, UK

Prof Kenneth Backman, Clemson University, USA

Prof Rodolfo Baggio, Bocconi University, Italy

Dr Nikolaos Boukas, European University Cyprus, Cyprus

Dr Ilenia Bregoli, University of Lincoln, UK

Prof Claudia Brözel, HNE Eberswalde, Germany

Prof Dimitrios Buhalis, Bournamouth University, UK

Prof Mark Camilleri, University of Malta, Malta

Prof Lorenzo Cantoni, Università della Svizzera italiana, USI Lugano, Switzerland

Prof Elena Cavagnaro, NHL Stenden University, Netherlands

Prof Donna Chambers, University of Sunderland, UK

Prof Giacomo Del Chiappa, University of Sassari, Italy

Dr Evi Eftychiou, University of Nicosia, Cyprus

Dr Alessandra Fermani, University of Macerata, Italy

Prof Alan Fyall, University of Central Florida, USA

Prof Maria Gravari Barbas, University of Sorbonne, France

Prof Ulrike Gretzel, University of Southern California, USA

Dr Elias Hadjielias, Cyprus University of Technology, Cyprus

Prof Michael C. Hall, University of Canterbury, New Zealand

Dr Stavros Hatzimarinakis, University of Patras, Greece

Prof Dimitri Ioannides, Mid-Sweden University, Sweden

Dr Rami Isaac, Brenda University of Applied Sciences, Netherlands

Dr Elitza Iordanova, University of West London, UK

Prof Stanislav Ivanov, Varna University of Management, Bulgaria

Dr Robert Kiss, I-Shou University, Taiwan

Dr Petros Kosma, Cyprus University of Technology, Cyprus

Dr Christina Koutra, University of Abu Dhabi, UAE

Prof Metin Kozak, Dokuz Eylul University, Turkey

Dr Olga Kvasova, University of Central Lancashire Cyprus, Cyprus

Prof Rob Law, Hong Kong Polytechnic University, SAR China

Prof Erwin Losekoot, NHL Stenden University, Netherlands

Prof Yoel Mansfeld, University of Haifa, Israel

Prof Scott McCabe, University of Nottingham, UK

Dr Michelle McLeod, University of West Indies, Jamaica

Dr Yioula Melanthiou, University of Nicosia, Cyprus

Dr Valeria Minghetti, CISET – Ca' Fiscari University, Italy

Dr Carlos Mario Amaya Molinar, Universidad de Colima, Mexico

Prof Nigel Morgan, University of Surrey, UK

Dr Ana Maria Munar, Copenhagen Business School, Denmark

Dr Bernard Musyck, University of Central Asia, Kyrgyzstan

Prof Marina Novelli, The University of Brighton, UK

Prof Fevzi Okumus, University of Central Florida, USA

Dr Hossein Olya, University of Sheffield, UK

Dr Linda Osti, Free University of Bozen-Bolzano, Italy

Prof Andreas Papatheodorou, University of Aegean, Greece

Prof Alexandros Paraskevas, University of West London, UK

Dr Cody Morris Paris, Middlesex University, Dubai

Dr Juho Pesonen, University of Eastern Finland, Finland

Prof Richard Sharpley, University of Central Lancashire, UK

Prof Marianna Sigala, University of South Australia, Australia

Dr Aspasia Simillidou, University of Central Lancashire Cyprus, Cyprus

Dr Dimitrios Stergiou, Hellenic Open University, Greece

Dr Lucia Tomassini, NHL Stenden University, Netherlands

Prof Paris Tsartas, Harokopeio University, Greece

Dr Steven Tufts, York University, Canada

Prof Sigbjørn Landazuri Tveteraas, University of Stavanger, Norway

Dr Craig Webster, Ball State University, USA

Prof David White, Clemson University, USA

Prof Zheng (Phil) Xiang, Virginia Tech University, USA

Dr Ian Yeoman, University of Wellington, New Zealand

Dr Anita Zatori, Radford University, USA

The Organisers

The Cyprus University of Technology (CUT) is a public university, based in Limassol, established by State law in 2004 and admitted its first students in September 2007. It is a modern and innovative university with international recognition which promotes excellence in education and research in cutting-edge fields, aiming at the scientific, technological, economic, social and cultural upgrading of our country.

Its vision is to establish the university as an international center of university education by offering quality and competitive programmes that reflect technological and industrial developments as well as the market needs. Addressing high-level students, the university offers modern teaching associated with applied research, aiming to create employable and well-educated graduates. As a higher education institution, it also seeks to promote lifelong learning for the benefit of society.An essential parameter of the international recognition that the university enjoys is the universities' international rankings. In less than 13 years of operation, the Cyprus University of Technology (CUT) has occupied high positions in international rankings. Specifically, in the 2019 Times Higher Education World University Rankings (THE), the CUT is ranked 63rd among the best young universities in the world and first in Cyprus and Greece. Also, at the 2019 Times Higher Education World Rankings, our university was ranked 301-350 among the best 1258 universities in the world and first in Cyprus and Greece.

CUT is constantly committed to promoting research excellence and is internationally distinguished in this area, providing a total of 40 million Euros of external funding for 227 research programmes. The latest European HORIZON 2020 programme has secured funding of over 9 million Euros, with 23 research proposals, marking the highest rate of success in Cyprus. Recent successes include two ERC strategic projects totalling 3.3 million Euros, two "Teaming for Excellence" research proposals led by the CUT, which ensured the highest pan-European rating and participation in the creation of a RISE Excellence Center for technological and business innovation.

The University of Derby is a public university in the city of Derby, England. It traces its history back to the establishment of the *Derby Diocesan Institution for the Training of Schoolmistresses* in 1851.

The university was awarded Gold status in the TEF ratings, which acknowledged its teaching excellence. University of Derby Research is distinctive and it is proud of its researchers. Its research is often applied to support the sectors that drive national economic growth, to improve the lives of people locally, nationally and internationally and to support effective policy making and governance. The University of Derby often works with collaborators from partner institutions and with industry. It publishes its research so that everyone can share its knowledge. Its researchers support the creation of further knowledge through their work with its postgraduate research student community.

The University of Sunderland is a global institution. It offers life-changing opportunities to thousands of students across the world, in its partner colleges and in its four main sites at Sunderland, London and Hong Kong.

It is research active, with ten areas of 'world leading' research (Pharmacy, Engineering, Business, Education, Social Work, Sports and Exercise Sciences, Leisure and Tourism, English, History, Art and Design, and Media). The research activity of the University of provides a research informed curriculum, enhancing the academic standing of the institution as a seat of higher learning and scholarship, undertaking research which both enhances the learning experience of its students, and delivers impact. Its research is stitched into the fabric of the institution. For decades researchers at the University have challenged themselves to improve society across all its facets – from the early days of pharmacy to support for heavy industry at its height to today's new sciences and advanced technologies.

The research centre (CERTE) was established in the beginning of 2017, and has already engaged in numerous activities and projects. The name CERTE stands for Centre for Research in Tourism Excellence.

CERTE is at the heart of the Department for Hospitality, Events, Aviation and Tourism (H.E.A.T.) at the University of Sunderland, and operates as the beacon for knowledge generation through research implementation. It is dedicated to employ both, applied and academic research in tourism, hospitality, and events. It aims to impact on the generation of knowledge as well as its application in the industry. Moreover, it operates as a platform for research led teaching and provision of better education and knowledge dissemination.

Professor Jane Ali-Knight

Jane is currently leading and developing the festival and event subject group as well as lecturing at Universities internationally and facilitating training and development in the field. She is Course Director of the 'Executive Certificate in Festival and Event Management' delivered in Scotland and the UAE and the highly successful 'Destination Leaders Programme' delivered with Scottish Enterprise. Her core activities fall into three main areas: event and festival related programmes; research and publications and conferences and professional events. She is currently a board member of BAFA (British Arts and Festivals Association); Without Walls; Women in Tourism and is a Fellow of the HEA and Royal Society of the Arts.

A recognised academic she has presented at major international and national conferences and has published widely in a range of international academic journals in the areas of wine tourism, tourism, festival and event marketing and management. She is also on the Editorial Boards of the Journal of Vacation Marketing, International Journal of Event and Festival Management and is a regular reviewer for Tourism Management. She has also co-edited seminal text books in the area of Festival and Event Management. Jane has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management both in the UK and overseas. She is a Visiting Research Fellow at Curtin University, Perth, Australia.

Her recent event related experience extends to CakeFest Edinburgh 2015, a Year of Food and Drink Funded Project; Special Events Management and Publicity Co-ordination for the Abu Dhabi Film Festival (ADFF), 2007 - 2012, and extensive Professional and Academic Conference Organisation.

Professor Cathy Hsu

Cathy is the lead author of the books Tourism Marketing: An Asia-Pacific Perspective, published in 2008 by John Wiley & Sons Australia, Ltd., and Marketing Hospitality, published in 2001 by John Wiley and Sons. She also authored two Chinese textbooks on tourism marketing, one published in 2009 by Renmin University Press, Beijing and one published in 2011 by Yang-Chih Book Co. Ltd., Taiwan. She has co-edited a book, Tourism and Demography, published by Goodfellow Publishers Ltd. in 2011. She is the editor and chapter author of the book, Legalized Casino Gaming in the US: The Economic and Social Impact, published in 1999, and of the book, Casino Industry in Asia Pacific: Development, Operations, and Impact, published in 2006, both by The Haworth Hospitality Press. The latter has been translated into Chinese and published in Taiwan in 2010.

Her research foci have been tourism destination marketing, tourist behaviors, hotel branding, service quality, and the economic and social impacts of casino gaming. She has obtained numerous extramural and intramural grants and has over 180 refereed publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization, Garden Hotels in Guangzhou, and Kansas Travel and Tourism Development Division.

Cathy is the Editor-in-Chief of Tourism Management journal and the Journal of Teaching in Travel and Tourism. She also serves on 9 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

Cyprus University of Technology | UNIVERSITY of DERBY | University of Sunderland | CRTE

Professor Scott McCabe

Scott is a Professor in Marketing and Tourism and has worked at the University of Nottingham since 2007. Prior to this post, he held lecturing positions at Sheffield Hallam, Leeds Beckett and Derby University. The main focus of Scott's research is on tourist experience and consumer behaviour. He studied day visitor's motivations for visiting the Peak District National Park for his PhD thesis, undertaking detailed analysis of the language visitors used to construct and formulate reasoned accounts for their actions, drawing on for example, biography and place identity. Scott is an experienced teacher, having taught marketing and consumer behaviour classes to undergraduate, MSc, and MBA students. He also has some experience of delivering Executive education to international audiences. His research on 'social tourism' has become internationally recognised, and he am frequently invited to give keynote presentations to international conferences and symposiums, to participate in workshops and panel sessions.

Scott is the current co-Editor in Chief of Annals of Tourism Research, and an editorial board member on the Journal of Policy Research in Leisure, Tourism and Events, the Annals of Leisure Research, and the International Journal of Contemporary Hospitality Management. He has also been an Associate Editor of the Journal of Business Research (2016-18). Scott has been a member of the International Sociological Association (Research Committee 50 on International Tourism) since 2004, and currently serves as Vice President for Organising the World Congress sessions for that committee. He has previously served as Deputy Chair of the Tourism Marketing SIG of the Academy of Marketing and on the Committee of the Association for Tourism in Higher Education learned society.

Prior to joining Higher Education Scott worked in the tourism and hospitality industry first in the Peak District National Park and then during travels in Australia and South East Asia.

Editors' Corner

THE INC 2022 also included an editors' corner consisting with editors-in-chief of high tier journals. Apart from Professor Cathy Hsu (Tourism Management) and Professor Scott McCabe (Annals of Tourism Research) who also acted as our keynotes, for the editors' corner it had the confirmed participation of:

Dr Mike Duignan

Mike is the editor-in-chief of the leading international journal in the study of events and festivals, *Event Management*. He is the Head of Department and Reader in Events at the School of Hospitality and Tourism Management, University of Surrey, and Director of the 'Observatory for Human Rights and Major Events' (HaRM) – the UK's official Olympic Studies Centre endorsed by the International Olympic Committee.

Professor Marina Novelli

Marina is a co-editor-in-chief of the *Tourism Planning and Development* journal. She is an internationally renowned policy, planning and sustainable development expert and Professor of Tourism and International Development at Brighton School of Business and Law, which is an Affiliate Member of the UN World Tourism Organisation (UNWTO). She is a geographer with a background in economics, with significant experience of high-quality research, consultancy, PhD supervision, teaching and curriculumm development.

Professor James Petrick

James is the co-editor-in-chief of the *Journal of Travel Research*. He is a Full Professor, Research Fellow and the Associate Department Head for Graduate Studies in the Department of RPTS at Texas A&M University. His research interest focuses on applying marketing and psychology principles in the context of tourism services. Pursuant to this interest, his research has been concentrated on understanding tourists' purchase behaviors, to assist in properly marketing to them as well as the physiological effects travel has on the tourist.

Dr Manuel Rivera

Manuel is the editor-in-chief for the *International Journal of Hospitality Management*, the most regarded hospitality journal worldwide. He serves as an Assistant Dean at the Rosen College of Hospitality Management at University of Central Florida. Manuel holds a Ph.D. degree from the University of Central Florida, a Master Degree from Florida International University, a Bachelor Degree from Penn State University, and a Revenue Management Certification from Cornell University.

Chairs

Organising Committee

Dr Anna Farmaki

Anna is an Assistant Professor in Tourism Management at the Department of Hotel and Tourism Management at the Cyprus University of Technology. She holds a PhD in Marketing from Nottingham Trent University. She also holds a Master's degree in Marketing from Kingston University and a BA in Business Management from the University of Westminster, London. In the past, she worked as a lecturer and a programme leader for Hospitality and Tourism Management programmes in private higher education institutions in Cyprus. Her research has been published in reputable, peer-reviewed scientific journals and she has participated in international scientific conferences and workshops. She has also been invited as a speaker in universities abroad whereas currently she is visiting lecturer at Stralsund University of Applied Sciences in Germany. She is a member of the Higher Education Academy of the United Kingdom and a representative of the Republic of Cyprus in European COST Actions.

Scientific Committee

Dr Elina (Eleni) Michopoulou

Elina is an Associate Professor in Business Management at the University of Derby, Buxton. She holds a PhD in Accessible Tourism Information Systems from the University of Surrey and her research interests include technological applications and information systems in tourism, online consumer behaviour and technology acceptance. She is the European Editor for the International Journal of Spa and Wellness, and she has also acted as a Guest Editor for several special issue in highly esteemed journals. Previously she was involved in the European Commission funded Project OSSATE (One-Stop-Shop for Accessible Tourism in Europe), that aimed to implement a prototype multi-platform, multi-lingual information service, providing national and regional content on accessible tourist venues, sites and accommodation in Europe.

Professor Nikolaos Pappas

Nikolaos is a Professor of Tourism Development and Crisis Management, and the Director of CERTE (Centre for Research in Tourism Excellence) at the University of Sunderland. He holds a doctorate (PhD) in Tourism Development and Planning, and a post-doctorate (PDoc) in Risk and Crisis Management, both from the University of Aegean, Greece. He started his career in the tourism and hospitality industry in 1990, and for 10 years (2001-2010) he was also engaged in enterprising consultancy. Since 2001, he has been an academic in higher education, gaining experience from several institutions in Greece (Technological Education Institute of Crete; Hellenic Open University; Higher School of Public Administration) and the UK (Derby; Northampton; Leeds Beckett; UWL). Since 1998, he has been involved in several research projects, also generating numerous publications in highly esteemed journals. His academic interests concern risk and crisis management communications, tourism and hospitality planning and development, and destination marketing.

Exhibitors

CABI (Centre for Agriculture and Biosciences International) is an international not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Its approach involves putting information, skills and tools into people's hands.

Goodfellow Publishers is a highly flexible multichannel international academic and professional publisher for Business and related areas. It publishes book and online projects with a range of authors internationally in Hospitality, Leisure, Tourism, Events and more general management.

Routledge is the world's leading academic publisher in the Humanities and Social Sciences. It publishes thousands of books and journals each year, serving scholars, instructors, and professional communities worldwide. Routledge is a member of Taylor & Francis Group, an informa business.

Supporting Organisations

The Institute of Hospitality (IoH) is the professional body for managers and aspiring managers working and studying in the hospitality, leisure and tourism industry. It has members working in every sector of the industry and in over 100 countries around the world.

Its primary purpose is to promote professionalism through lifelong learning. This is achieved through engagement with hospitality educators around the world, through its knowledge library resources and through a programme of professional development events. It aims to support all its members at every stage of their career and help them reach their full potential. Every part of its broad industry is supported; Managers, students, educators and suppliers. Established in 1938, it is managed as an educational charity and its resources include publications, management guides and research, covering both its industry and other management disciplines.

The Association for Events Management Education (AEME) was established on April 21st 2004 with the aim to advance events education within the UK and overseas.

Its objectives are: (i) To provide a voice for events education (ii) to support and raise the profile of the events discipline through the sharing of education and best practice (iii) to provide a discussion forum for issues effecting events education and industry (iv) to establish communication opportunities between events stakeholders (v) to encourage the development and dissemination of the events management body of knowledge (vi) to support, undertake and disseminate events research, and (vii) to encourage international exchange of ideas and best practice in events.

The Tourism Management Institute (TMI) is a network of professionals who promote and develop destinations across the UK, Europe and throughout the world.

They support their members throughout their careers by providing opportunities for sharing knowledge and expertise in destination management and being a voice for destination management. TMI is a company limited by guarantee and operates for the benefit of its members. It is managed by its Executive Board, who are elected from the membership. All surplus generated by TMI's events and activities is reinvested to improve and enhance the services and benefits they offer to members.

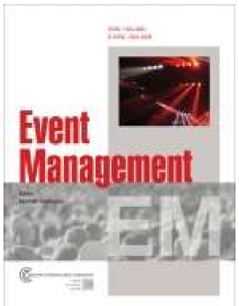
The Association of British Travel Agents (ABTA) has been a trusted travel brand for over 70 years, and is the largest travel association in the United Kingdom.

It offers advice and guidance to the travelling public, as well as leading the travel industry in supporting high service standards, working with its Members on health and safety, and promoting responsible tourism at home and abroad. ABTA's offer of support, protection and expertise means people can have confidence in ABTA; and a strong trust in its Members. These qualities are core to ABTA as they ensure that people remain confident in the holidays and travel experiences that they buy from ABTA's Members.

The Council for Hospitality Management Education (CHME) is a non-profit making organisation representing European and International universities and colleges offering higher education programmes in the fields of hospitality studies, hospitality management, and related fields.

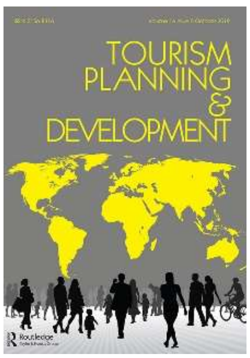
It is CHME's stated purpose to contribute to the professional development and status of European and International hospitality management education, through the sharing of best practice in scholarship and pedagogy. The CHME and international Executive consists of members of staff from a number of universities across the UK, Europe and international member institutions.

Special Issues & Supporting Journals



Event Management

Event Management, an International Journal, intends to meet the research and analytic needs of a rapidly growing profession focused on events. This field has developed in size and impact globally to become a major business with numerous dedicated facilities, and a large-scale generator of tourism. The field encompasses meetings, conventions, festivals, expositions, sport and other special events. Event management is also of considerable importance to government agencies and not-for-profit organizations in a pursuit of a variety of goals, including fund-raising, the fostering of causes, and community development.

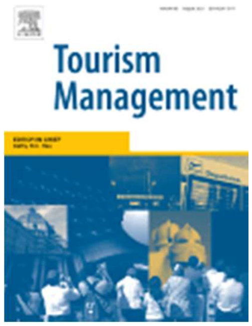


Tourism Planning and Development

Tourism Planning and Development (TPD) aims to explore and advance our theoretical and practical understandings of the intersections between tourism, planning and development studies. Each of these fields of study is characterised by rich scholarly and interdisciplinary traditions. TPD seeks to leverage these and other complementary scholarly traditions to build new interdisciplinary understandings in tourism planing and development. In a rapidly changing and uncertain world, tourism planning and development processed are being shaped by globalisation, public, private and third sector management and governance. In some cases, communities, societies, governments, and non-government organisations. In doing so, the Journal seeks to engage and challenge readers by asking: What can/should we do about tourism planning and development? Who can/should be taking responsibility for tourism planning and development?

International Journal of Contemporary Hospitality Management

The International Journal of Contemporary Hospitality Management (IJCHM) communicates the latest developments and thinking on the management of hospitality and tourism businesses worldwide. IJCHM publishes peer reviewed papers covering issues relevant to strategic management, operations, marketing, finance and HR management. IJCHM encourages an interchange between researchers and managers. Contributors are encouraged to identify clear theoretical and practical implications of their work for hospitality management from single unit concerns to large organizations.



[Tourism Management](#)

Tourism Management is the leading scholarly journal focuses on the management, including planning and policy, of travel and tourism. The journal takes an interdisciplinary approach in examining international, national and regional tourism as well as specific management issues. The journal's contents reflect its integrative approach - including primary research articles, progress in tourism research, case studies, research notes, discussion of current issues, and book reviews. As a scholarly journal, all papers published should contribute to theoretical and/or methodological advancement, in addition to having specific implications for tourism management/policy. Innovative topics and perspectives that challenge traditional paradigms are welcome to push the knowledge boundary of tourism management.

THE INC 2022: Programme

THE INC 2022: Programme

Wednesday 22nd June 2022

18:30-19:00	Registration
19:00-20:30	**Welcome Drinks Ceremony** The ceremony will be held at S Paul hotel Map and directions: https://g.page/spaulhotel?share

Thursday 23rd June 2022

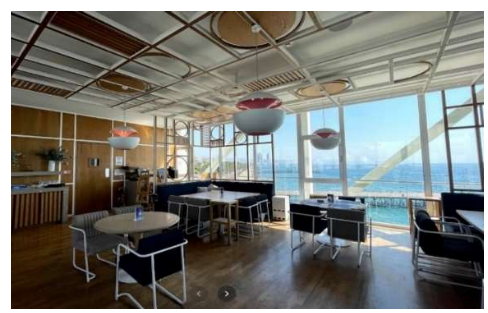
8:30-9:00	Welcome to the Cyprus University of Technology: *Prof Panayotis Zaphiris (Rector); Prof Anastasios Zopiatis (HoD); Dr Anna Farmaki (Chair)* Welcome to THE INC 2022 (Co-chairs of THE-INC Scientific Committee): *Dr Eleni Michopoulou and Prof Nikolaos Pappas*			
9:00-10:00	**Keynote:** *Prof Scott McCabe*- Old wine in new bottles: Paths to a more resilient future for tourism			**Amphitheatre**
10:00-10:20	**Coffee break**			
10:20-11:20	**1st Presentation Session**			
	Paper session 1 (Room 1) *Chair: Dr Petra Gyurácz-Németh*	**Paper session 2 (Room 2)** *Chair: Dr Sheevun Di Guliman*	**Paper session 3 (Room 3)** *Chair: Dr Natalia Tomczewska-Popowycz*	**Paper Session 4 (Room 5)** *Chair: Prof Martinette Kruger*
	Leon Davis The ongoing impact of COVID-19 on French winter sports tourism *Inês Carvalho, Ana Ramires and Michelle Moraes* An analysis of latent demand in language tourism *Ana Ramires, Inês Carvalho and Ana Raquel Fernandes* Traveling to learn English or another language? Language tourists in profile: motivations, attitudes, and behavior	*Norberto Santos, Claudete Moreira and Luís Silveira* Gastronomy and wine: The consumer habits of Portuguese centennials *Luís Silveira, Claudete Moreira, Norberto Santos and Carlos Ferreira* Training and education in tourism: Evaluation, experience, and perspectives of former university students regarding the academic and professional skills *Prawannarat Brewer, Heidi Dent and Angela Sebby* Factors contributing to hospitality employee turnover during the pandemic	*Bianca Frost and Elizabeth Du Preez* In it for the long run! Exploring marathon runners' responses to restricted event participation during COVID-19 *Katalin Csobán, Nirmeen Elmohandes, György Serra and Károly Pető* The impacts of technological advancements on sports events tourism *Katalin Csobán, Andrea Szőllős-Tóth, Károly Pető and Anett Godáné Sőrés* The impacts of the COVID-19 pandemic on residents? attitudes to tourism development? case study of a Hungarian spa town	*Josep Llados-Masllorens, Antoni Meseguer-Artola, Lluís Garay-Tamajon and Soledad Morales* Airbnb during COVID-19: Performance and resilient strategies in Barcelona *Jeroen Oskam and Anna de Visser-Amundson* Hospitality education: Preparing students for times of uncertainty *Vasilis Papavasiliou* Negotiating reconciliation and peace through narratives – The case of Cyprus
11:20-11:30	**Break**			
11:30-12:30	**2nd Presentation Session**			
	Paper session 1 (Room 1) *Chair: Dr Xuan Lorna Wang*	**Paper session 2 (Room 2)** *Chair: Dr Prawannarat Brewer*	**Paper session 3 (Room 3)** *Chair: Dr Katalin Csobán*	**Paper Session 4 (Room 5)** *Chair: Dr Josep Llados-Masllorens*
	Natalia Tomczewska-Popowycz, Lukasz Quirini-Poplawski and Slawomir Dorocki Tourism sector resilience during (permanent) instability: Evidence from Ukraine	*Sheevun Di Guliman, Berlyn TeaÑo, Stephen Fajardo, Felipe Lula Jr., Donnavic Dumapias and Tressa Maye Pendang* Strengthening the financial performance of the hospitality and tourism industry amidst a disrupted business environment: Is resiliency vital?	*Ian Elsmore, Richard Cooper and Kate McCarthy* Off road and riding towards recovery: COVID-19 and the UK Gravel Bike event industry	*Jessica Weston* Solo Travel as a strategy for building resilience

	Claire Roe, Eleni Michopoulou and Kathleen McIlvenna Co-creating tourism and world heritage destination resilience: A stakeholder approach *Elecia Bethune, Dimitrios Buhalis and Lee Miles* Destination resilience: Developing tourism crisis response through smartness	*Tomas Saralegui* *The impact of P2P accommodation on pre-pandemic tourism demand: Has it just been substitution?* *Fani Efthymiadoy and Anna Farmaki* Peer-to-peer accommodation hosting as a means of empowerment: Perspectives of women Airbnb hosts	*Cyril Martin-Colonna* Pandemic COVID-19 tourism, governance and community(ies): European-wide longitudinal research on tourism behaviour, between resistance(s) and resilience(s) *Cyril Martin-Colonna* The role of tourism of memorial and cultural representation of the past conflict in the post-conflict process: The case of Sarajevo	*Alexander Balzan, Ana Carolina Arboleda Gallo and Juan Manuel González Agudelo* The use of Instagram as a strategy for city marketing. Digital content analysis, the case of Medellín, Colombia *Alexander Balzan* The path for the internationalization of a city and its tourism growth. The case of Medellín, Colombia
12:30-14:00	**Lunch**			
14:00-15:00	**Editors' Corner:** *Dr Mike Duignan (Event Management); Prof Cathy Hsu (Tourism Management); Prof Scott McCabe (Annals of Tourism Research); Prof Marina Novelli (Tourism Planning and Development); Prof James Petrick (Journal of Travel Research); Dr Manuel Rivera (International Journal of Hospitality Management)*			**Amphitheatre**
15:00-15:10	**Break**			
15:10-16:10	**3rd Presentation Session**			
	Paper session 1 (Room 1) *Chair: Prof Jeroen Oskam*	**Paper session 2 (Room 2)** *Chair: Dr Ana Carolina Arboleda Gallo*	**Paper session 3 (Room 3)** *Chair: Dr Luís Silveira*	**Paper Session 4 (Room 5)** *Chair: Dr Leon Davis (ONLINE)*
	Pantelitsa Yerimou, Christos Themistocleous and George Panigyrakis Does sense of place matter? Investigating the role of airport atmospherics on destination revisit *Christian Weismayer, Ilona Pezenka, David Bourdin and Lorena Gomez-Diaz* Analyzing cultural differences of destination commercials using facial expression analysis *Nikolaos Pappas and Kyriaki Glyptou* The complexity of sustainable tourism behaviour during recession	*Xuan Lorna Wang, Zhongyin Yao and Hongbo Daisy Liu* Digital divide in hospitality and tourism: a Systematic literature review *Petra Gyurácz-Németh, Eszter Bogdány and Krisztina Dabronaki-Priszinger* Tourism students' resilience towards tourism career in uncertain times *Birgit Pikkemaat, Sarah Eichelberger, Nicole Spögler and Chung-Shing Chan* Lockdown time well spent? COVID-19 as an opportunity for innovation in hospitality family businesses	*Oliver Kesar* Building a resilient local economy: The influence of global crises on deglobalisation of the tourism supply system *Dora Smolčić Jurdana, Suzana Bareša and Jelena Kapeš* Tourism and hospitality career in times of disruption: Perspective of high-school students *Theodore Metaxas and Areti Kasiola* Studying the pandemic impacts on culture: COVID-19 and the public museums in Greece	*Hayley Marshall, James Johnson and Alyssa Brown* Going alone: Experience, resilience and belonging. The case solo event goers at music events in the U.K. *Kevin Wallace* Approaching the complexities of event project stakeholder management *Kyriaki Glyptou* Exploring the attributes of event resilience: A content case on academic events
16:10-16:30	**Coffee break**			

	4th Presentation Session			
16:30-17:50	**Paper session 1 (Room 1)** *Chair: Dr Kangwoo Lee*	**Paper session 2 (Room 2)** *Chair: Prof Birgit Pikkemaat (ONLINE)*	**Paper session 3 (Room 3)** *Chair: Dr Ilona Pezenka (ONLINE)*	**Paper Session 4 (Room 5)** *Chair: Dr Christian Weismayer (ONLINE)*
	Benedetta Piccio *Edinburgh: The world's leading festival city. But what about gender equality?* *Martinette Kruger and Adam Viljoen* Profiling the literary arts festival market in South Africa *Martinette Kruger and Adam Viljoen* A typology of visitors to a beauty exhibition in South Africa	*Jonathan Skinner* Reharbouring heritage with the rising from the depths network: UN SDGs, intangible cultural heritage, and the festival of the sea in Sainte Luce, Madagascar *Emmanouil Papavasileiou, Dimitrios Stergiou, Andreas Papatheodorou and Anna Farmaki* Shades of gray in tourism research: A systematic literature review of generational diversity in air transport workforce *Anna Farmaki and Dimitrios Stergiou* CSR as a resilience tactic during the COVID-19 pandemic: Insights from the hotel sector	*Ekaterina Chevtaeva, Roman Egger, Barbara Neuhofer and Mattia Rainoldi* Engaging with workation online: Social media marketing communication touchpoints *Christina Karadimitriou, Alkiviadis Panagopoulos and Ioulia Poulaki* Restarting Athens Marathon during COVID-19 uncertainty *Christina Karadimitriou and Alkiviadis Panagopoulos* Destination crisis management communications during uncertainty: The case of Athens	*Thuc Thi Mai Doan Do* The role of servicescape and perceived authenticity in enhancing customer loyalty toward Korean restaurants in Vietnam – Do gender and celebrity attachment matter? *Jenny Sok and Tom Kuypers* Antecedents of team resilience in hospitality education: Team potency, psychological safety and team creativity *Geesje Duursma and Erwin Losekoot* Welcoming volunteers in(to) the library as a place of hospitality *Gulnoza Usmonova, Deniza Alieva and Sherzod Aktamov* Perceived tourism development: Sharing attitudes and pride among young adults towards sustainable tourism planning

Recommended social events (at delegates' expense)

21:00	After the conference we will head out to enjoy some local food and drinks. You can meet us at the front of the Limassol Castle, at 20:45, and we walk there together. If you would rather find your own way the links to directions are below **Dinner:** Karatello Tavern, map and directions https://goo.gl/maps/KXrqi11h9t7yVs2g6	**Drinks, food and amazing views:** Pier ONE map and directions: https://goo.gl/maps/xnWue8omCjfCppUa8



Friday 24th June 2022

9:00-10:00	**Keynote:** *Prof Cathy Hsu* - Hospitality innovation and resilience: An Asian perspective		**Amphitheatre**
10:00-10:20	**Coffee Break**		
	5th Presentation Session		
10:20-11:20	**Paper session 1 (Room 1)** *Chair: Dr Evangelia Marinakou*	**Paper session 2 (Room 2)** *Chair: Dr Erose Sthapit*	**Paper session 3 (Room 3)** *Chair: Dr Jakia Rajoana (ONLINE)*
	Uglješa Stankov, Miroslav Vujičić and Đorđije Vasiljević A call for mindful tourism: Integrating consciousness into the fabric of tourist experiences and tourism policy *Hanaa Osman and Nirmeen Elmohandes* Conflicting cultural values and the female tourist experience *Evangelia Marinakou and Davide Lecca* Personalised experience for airline passengers with flight-related anxiety	*Margaret Connolly* Part of the solution or part of the problem? How consumer food purchasing behaviours are impacting the resilience of food producers in Ireland *Maria Zoi Spanaki* Risk management: New services risk management - case study on the Greek hotel industry *Maria Hadjielia Drotarova and Prokopis Christou* Nurturing the younger generation in heritage tourism: A family perspective	*Krisztina Eleftheriou-Hocsak and Nikolaos Boukas* Promoting sustainability through policy incentives targeting tourism SMEs in coastal destinations *Sophie Pegler and Charalampos Giousmpasoglou* Exploring the effects of internal Corporate Social Responsibility on the employee-employer relationship in luxury hotels: An employee's perspective *Pavlos Arvanitis* Carry-on baggage on low-cost carriers. A no-frills journey?
11:20-11:30	**Break**		
	6th Presentation Session		
11:30-12:30	**Paper session 1 (Room 1)** *Chair: Dr Alexis Saveriades*	**Paper session 2 (Room 2)** *Chair: Dr Maria Hadjielia Drotarova*	**Paper session 3 (Room 3)** *Chair: Dr Hanaa Osman (ONLINE)*
	Goda Lukoseviciute, Luis Nobre Pereira, Thomas Panagopoulos, Giancarlo Fedeli, Elaine Ramsey, Kyle Madden, Joan Condell, Ana María Brito Botín, Xabier Velasco Echeverria and Michael Carty Recreational trail development within different geographical contexts of the European Atlantic area as a determinant for local economic impact *Jahanir Alam and Jakia Rajoana* Rural community resilience and ecotourism development in the Sundarbans area of Bangladesh	*Erose Sthapit and Peter Bjork* Sources of three dimensions of interactive value formation in the context of the COVID-19 pandemic: Airbnb guest's perspectives *Demos Parapanos* Innovation in hospitality: Development of mobile applications with gaming characteristics *Giuseppe Lamberti, Nikolaos Pappas, Josep Rialp, Alexandra Simon and Andreas Papatheodorou* Football club business management and satisfaction of spectators. A complexity approach	*Pedro Vaz Serra, Cláudia Seabra and Ana Caldeira* The smart tourism ecosystem as an inducer of a differentiated tourist experience *Christos Kakarougkas* A resource-based theory approach evaluation of the COVID-19 associated changes on the organizational design of hotels *Adenike Adebayo* Student-centred expert interview and guest speaker in promoting active learning

	Walter Wessels and Lisebo Tseane-Gumbi Infrastructural limitations challenging urban tourism development in South African provincial capital cities: A case of Mahikeng		
12:30-14:00	**Lunch**		
14:00-15:00	***Keynote:*** *Prof Jane Ali-Knight* - Event hiatus, resilience and innovation in the time of COVID-19: A case study of Edinburgh's Festivals		**Amphitheatre**
15.00-15.10	***Break***		
15:10-16:10	**7th Presentation Session**		
	Paper session 1 (Room 1) *Chair: Dr Adam Viljoen*	**Paper session 2 (Room 2)** *Chair: Dr Demos Parapanos (ONLINE)*	**Paper session 3 (Room 3)** *Chair: Dr Elaine Scalabrini (ONLINE)*
	Chryso Panayidou, Prokopis Christou and Alexis Saveriades Colonial site development during times of uncertainty: An exploration of local residents' perceptions *Christopher Hayes* Promoting tourism from behind closed borders: Japanese inbound tourism strategies during COVID-19 *Jiwon Lim, Kangwoo Lee, Dahee Kim, Myeongseon Kim and Soongoo Hong* Comparative analysis of destination image and satisfaction of domestic and foreign tourists using Text Mining	*Etin Indrayani, Agus Supriadi Harahap, Gatiningsih, Yudi Rusfiana and Wirman Syafri* *Development of community-based tourism institutional model* *Luna Leoni and Mateus Panizzon* Tourism organizations' strategic resilience: Evidence from the hotel industry *Shahboz Babaev and Tony Johnston* COVID-19 pandemic disruption and rebirth of hospitality and tourism industry in Uzbekistan	*Alicia Orea-Giner, Gonzalo Recio-Moreno, Laura Fuentes-Moraleda, Teresa Villacé-Molinero and Ana Muñoz-Mazón* Festival impacts produced before and after a health crisis: Madrid LGTBIQ+ Pride *Joana Cunha, Deise Constança, Beatriz Bessone, Francisca Marques, Júlia Silva, Michelle Moraes and Mário Antão* Big data and artificial intelligence acceptance: The tourist perspective *Andreia Leote, Daniela Luz, Francisco Almeida, Inês Duarte, Pedro Morgadinho, Valeria Balitkaia, Michelle Moraes and Mário Antão* Virtual assistants and the current tourist preferences
16:10-16:30	***Coffee break***		
	8th Presentation Session		
16:30-17:30	**Paper session 1 (Room 1)** *Chair: Dr Vasilis Papavasiliou*	**Paper session 2 (Room 2)** *Chair: Dr Christopher Hayes (ONLINE)*	**Paper session 3 (Room 3)** *Chair: Dr Evi Ethychiou (ONLINE)*
	Elaine Scalabrini, Alexandra Lopes Correia, Alcina Nunes, Cláudia Miranda, Elvira Vieira, Fernanda A. Ferreira, Goretti Silva, Manuel Fonseca, Paulo Carrança, Sónia Santos and Paula Odete Fernandes Outdoor tourism demand segmentation: A case study from north of Portugal	*Spyridon Parthenis and Polyxeni Moira* Introducing innovative policy process theories and methodologies in tourism, hospitality and events research: The narrative policy framework	*Jéssica Ferreira, Ana Cristina Silvério, Márcia Vaz and Paula Odete Fernandes* The contribution of outdoor activities to regional development: A bibliometric study *Ana Cristina Silvério, Jéssica Ferreira, Fernanda A. Ferreira, Maria José Alves and Paula Odete Fernandes*

	Alexia Franzidis and Christopher Dumas Examining the economic impact of craft breweries *Eleni Michopoulou and Liam Sheppard* Video game tourism and destination resilience	*Mariana Rodrigues, Daniela Almeida, Beatriz Bessone, Francisca Marques, Júlia Silva, Michelle Moraes and Mário Antão* Virtual information and the disincentive to visit a destination or a hotel *Thuc Thi Mai Doan Do, Luis Nobre Pereira, Giacomo Del Chiappa and João Albino Silva* Exploring the effect of electronic word-of-mouth (eWoM) on Airbnb potential consumers' purchase intentions: Do consumers' sense of power and psychological risk matter?	Application of factor analysis to produce a multivariate indicator of customer satisfaction in a thermal spa *Liyong Wang and Carolus L. C. Praet* Channel conflicts between hoteliers and inbound tour operators in Japan: An exploratory study
17:30-17:40	***Break***		
17:40-18:10	**Official Launch of ATHENA (Association of Tourism, Hospitality and Events Networks in Academia):** *Dr Eleni Michopoulou; Prof Nikolaos Pappas* **Closing session:** *Dr Anna Farmaki*		**Amphitheatre**

Gala Dinner

20:30-22:30	**Gala dinner** **Best Paper Award ceremony** **Presentation of THE INC 2024 host** The gala dinner will be held in [Aliada Restaurant](#) [Map and directions: https://goo.gl/maps/rWyqJvxKMmSyJZ9G6](https://goo.gl/maps/rWyqJvxKMmSyJZ9G6)

Presentation of Abstracts

In Order of THE INC 2022 Programme

Leon Davis

The ongoing impact of COVID-19 on French winter sports tourism

The 2018/2019 season was the most successful ski season for 20 years across the globe. As the American and European markets were booming, China sparked the greatest winter sports boom in history by trying to inspire half a billion people to take up winter sports ahead of the 2022 Beijing Winter Olympics. However, the COVID-19 pandemic's impact has been widespread across winter sports tourism, decimating the industry. Ski resorts, hotels, bars and tourism operators have all been affected, as have a whole range of suppliers who depend on demand from these organisations. While some venues can at least remain open and maintain operations, others had to close entirely for over a year, and have been affected by additional lockdowns and bans on persons from certain countries from entering regions.

Both France and Switzerland have had varying restrictions since the outset of the pandemic. Over two periods in 2022, I visited the Portes Du Soleil region, one of the biggest ski regions in the world in terms of piste and an area that covers a variety of French and Swiss resorts in the Alps. Via qualitative research, I conducted a range of interviews with residents, staff and business owners about the impact of the pandemic on their resorts. Rather than simply reflecting on the issues of the past, many residents, staff and business owners are worried about an annual trend of new variants of COVID-19. They believe that emerging variants will lead to a repeat of the issues in the 2021/22 season, in which individual countries set different rules and restrictions on travel. Many believed not have the financial stamina and resilience to carry on if lockdowns re-appear for 2022/23. It is clear the industry will have to adapt to survive.

Keywords: winter sports; ski; tourism; COVID-19

Findings:
- Transfer companies in neighbouring countries such as Switzerland finding booking hesitancy due to perceived border issues
- Some hotels rely on 40% their income from UK tourists so they are having to view this season as another lost season
- Discovered the frustrations with the Swiss resorts being open in the same ski range in 2020 and 2021
- Damage has been done for the season and the cancellations has lost the Festive season and January which was a key time
- Change in policy would help to recoup half of the season, but certain owners believe there will still be reluctancy to visit in the short term
- Worry that a large influx will lead to rising cases and could be another Ischgl 2020 in a resort
- Chalets have been struggling to attract visitors and workers and some have decided to just be sold to let or ceased to be snow lettings due to the uncertainty that they believe will surround 2022/23 as well

Inês Carvalho, Ana Ramires and Michelle Moraes

An analysis of latent demand in language tourism

Although language is almost inextricably related to tourism, it has scarcely been a topic of analysis in tourism studies. However, language can be approached in tourism from a variety of perspectives. It can affect travel preferences and perceptions of safety (Antony & Thomas, 2019; Nagai, Tkaczynski, & Benckendorff, 2019; Pinhey & Iverson, 1994), and it may also act as a barrier to international travel (Basala & Klenosky, 2001; Cohen & Cooper, 1986). It may even be an important motivation for travel, as in the phenomenon of language tourism, where individuals travel with the purpose of language learning (Carvalho & Sheppard, 2021a; Iglesias, Aliaga, & Corno, 2019).

Recent research on language tourism has focused on the analysis of participants and their travel experiences (Carvalho, 2021; Iglesias et al., 2019). However, understanding tourism behavior patterns implies not only acknowledging what enables participation in specific activities, but also what constrains participation (Williams & Lattey, 1994). Thus far, no studies have approached this topic in the context of language travel. Hence, the present study aims to fill this gap in knowledge.

This paper belongs to broader mixed-methods research on language tourism (Carvalho, 2021; Carvalho & Sheppard, 2021b, 2021a). In the qualitative part of the study, 22 in-depth interviews were carried out. In the quantitative part of the study, 2,535 answers were collected through a questionnaire applied to both participants and non-participants in language tourism. The results presented in this paper concern a sample of 1,462 non-participants in language tourism. According to Williams and Lattey (1994), understanding tourism behavior patterns implies not only acknowledging what enables participation in specific activities, but also what constrains participation. However, “non-participants” is a heterogenous category. Latent demand refers to demand for a product or service that cannot be satisfied due to particular constraints or circumstances – and despite the interest of the individual. Therefore, we subdivided the sample of non-participants by interest or lack of interest in participation in language tourism. By identifying latent demand, this study was able to identify groups of non-participants with high potential. Understanding the circumstances that hinder their participation is crucial in order to tap this latent demand. Statistical quantitative data analysis was performed using the IBM SPSS Statistics 28. The analysis included descriptive statistics, categorical factor analysis, and inferential statistics.

The findings of the study revealed significant differences between both groups of non-travelers in terms of socio-demographic characteristics, attitudes, opinions and beliefs concerning the role of language in tourism, and constraints to the participation in language tourism. Non-participants who intended to participate in language tourism were significantly younger. The constraints of both groups seemed to be primarily related to their life-cycle stages: non-participants willing to participate were younger and more likely to be constrained either by study commitments or by lack of permission to travel; non-participants not intending to travel were older and more likely to be unavailable due to work or family commitments. Moreover, those who intended to travel to learn languages were more likely to believe in the benefits of speaking the local language, or even just a few sentences, on the travel experience. They believed more strongly that language travel could bring pragmatic benefits for their studies and career. Finally, they agreed significantly more that being able to speak the local language could influence their travel decisions.

Keywords: Language tourism; latent demand; constraints; travel constraints

References:

Antony, J. K., & Thomas, J. (2019). Influence of Perceived Risks on the Destination Choice Process: An Indian Perspective. In B. Varghese (Ed.), Evolving Paradigms in Tourism and Hospitality in Developing Countries: A Case Study of India (pp. 87–118). Oakville: Apple Academic Press. Retrieved from http://ir.obihiro.ac.jp/dspace/handle/10322/3933

Basala, S. L., & Klenosky, D. B. (2001). Travel-style preferences for visiting a novel destination: A conjoint investigation across the novelty-familiarity continuum. Journal of Travel Research, 40(2), 172–182. https://doi.org/10.1177/004728750104000208

Carvalho, I. (2021). "You can see both sides of the coin" how the pursuit of language skills influences the travel experience. Tourism Recreation Research, 0(0), 1–13. https://doi.org/10.1080/02508281.2021.1894044

Carvalho, I., & Sheppard, V. (2021a). A Language Learning Journey: What's Left? And Where Next? International Journal of Hospitality & Tourism Administration, 1–23. https://doi.org/10.1080/15256480.2021.1953424

Carvalho, I., & Sheppard, V. (2021b). Memorable experiences in language travel. Tourism and Hospitality Research, 14673584211013866. https://doi.org/10.1177/14673584211013866

Cohen, E., & Cooper, R. L. (1986). Language and tourism. Annals of Tourism Research, 13(4), 533–563. https://doi.org/10.1016/0160-7383(86)90002-2

Iglesias, M., Aliaga, B., & Corno, V. (2019). The Sociocultural Impacts of Language Tourism in Barcelona. Journal of Tourism & Management Research, 4(1), 412–428. https://doi.org/10.26465/ojtmr.2018339519

Nagai, H., Tkaczynski, A., & Benckendorff, P. J. (2019). Exploring the role of language proficiency and cultural adaptation in travel risk perception: A study of Asian working holiday makers in Australia. Journal of Vacation Marketing, 26(2), 166–181. https://doi.org/10.1177/1356766719880249

Pinhey, T. K., & Iverson, T. J. (1994). Safety Concerns of Japanese Visitors to Guam. Journal of Travel & Tourism Marketing, 3(2), 87–94. https://doi.org/10.1300/J073v03n02

Williams, P. W., & Lattey, C. (1994). Skiing Constraints for Women. Journal of Travel Research, 33(2), 21–25. https://doi.org/10.1177/004728759403300204

Ana Ramires, Inês Carvalho and Ana Raquel Fernandes

Traveling to learn English or another language? Language tourists in profile: motivations, attitudes, and behavior

In an increasingly globalized world, the importance of English as a lingua franca has been growing worldwide (Mufwene, 2010). While the emergence of a "global English" is far from a neutral phenomenon from a cultural point of view, it is nevertheless expected to facilitate communication worldwide (Mufwene, 2010). In this context, learning English is an important travel motivation in the context of educational, youth, and language travel.

Globally, 1.4 million students spent 9.9 million weeks studying English abroad in 2019 (English UK, 2020). In Malta alone, the English Language Travel (ELT) sector accounted for approximately 8.1% of total tourist guest nights and around 6.5% of total tourist expenditure in 2018. Total expenditure of ELT students in Malta in 2018 is estimated at approximately €137 million (Deloitte, 2018).

Although English is the market leader in the context of language tourism, there are also other popular languages, such as French, German, Spanish and Mandarin (IALC, 2016; UNWTO & WYSE, 2016). Whereas English is nowadays considered a basic skill and a lingua franca (Goethals, 2014), other languages are still considered "specialist" or region-specific (UNWTO & WYSE, 2016). Hence, those tourists who travel to learn English may be expected to have different profiles and motivations from those who travel to learn other languages. We hypothesize that language tourists who travel to learn English have a stronger instrumental orientation to language learning (Gardner & Lambert, 1972) – i.e., are comparatively more motivated by the practical benefits of language learning – as compared to those language tourists with other target languages. We also hypothesize that language tourists' travel choices, attitudes towards the role of language knowledge in the travel experience, and travel outcomes will vary according to whether their target language was English or not.

Hence, the aim of our study is to understand how language tourists who travel to learn English differ from those language tourists who travel to learn other languages. This paper belongs to broader mixed-methods research on language tourism (Carvalho, 2021; Carvalho & Sheppard, 2021b, 2021a). In the qualitative part of the study, 22 in-depth interviews were carried out. In the quantitative part of the study, 2,535 answers were collected through a questionnaire applied to both participants and non-participants in language tourism. The results presented in this paper concern a sample of 579 Portuguese language tourists. Language tourists who traveled to learn English were compared to those who traveled to learn other languages. Statistical quantitative data analysis was performed using the IBM SPSS Statistics 28. Descriptive statistics were used to characterize the sample, and inferential statistics to analyze the differences between language tourists who traveled to learn English and those who traveled to learn other languages. Several tests of hypothesis were performed: independent-samples t, chi-square, and Mann-Whitney U. The statistical significance level was set at 0.05.

The analysis of results revealed statistically significant differences between both groups in various aspects: reasons for language and country choice; attitudes, beliefs, and opinions towards the role of language in the travel experience; number of languages spoken; trip length, trip financing and activities carried out in the destination. This paper contributes to a better understanding of the language travel phenomenon by highlighting differences in profiles and travel behavior according to one's target language.

Keywords: language tourism; ELT; travel behavior; travel motivations

References:

Gardner, R. C., & Lambert, W. E. (1972). Attitudes and Motivation in Second Language Learning. Rowley, MA: Newbury House Publishers.

Deloitte. (2018). English Language Travel Industry Report 2018: Key Highlights. Retrieved from https://www2.deloitte.com/mt/en/pages/finance/articles/mt-english-language-travel-industry-report.html

English UK. (2020). Global ELT Overview. Retrieved from https://www.englishuk.com/uploads/assets/members/statistics/2020_Global_ELT_Overview.pdf

Goethals, P. (2014). La acomodación lingüística en contextos profesionales turísticos. Un enfoque didáctico basado en los testimonios de turistas. Ibérica, 28, 181–202.

IALC. (2016). Trends in the Demand for Foreign Languages. Vienna: Student Market.

UNWTO & WYSE. (2016). Global Report on The Power of Youth Travel. Madrid: UNWTO

Norberto Santos, Claudete Moreira and Luís Silveira

Gastronomy and wine: The consumer habits of Portuguese centennials

In Portugal, Gastronomy & Wine is a strategic asset that qualifies the tourist destination, as stated in the Tourism Strategy 2027 (Portuguese strategic plan for tourism) (TP, 2017). In the scope of the Tourism Plan +Sustainability 20-23, under axis I, the programme SELECTION Gastronomy & Wine - creation of the new segment Sustainable Gastronomy in the timeframe 2021-2023 is referred as an action. Furthermore, one of the five strategic pillars of the Centro Region defined for the 2020-2030 horizon (TCP, 2019) is Culture, History, Heritage and Gastronomy & Wine. This illustrates the importance that gastronomy and wine have in Portugal. This study focuses on the food and beverage consumption preferences of Portuguese young-adults (centennials), taking as reference students from the University of Coimbra.

The food products offered by the restaurant and beverage services (one of the components of the tourism system) have a social and economic value, by the fact that they are a basic need, but also represent a symbolic value, with a cultural, religious, political (Santos, 2017) and nutritional significance. In fact, environments associated with food are social facilitators of value exchanges, identity relationships and pleasures (Montanari & Pitte, 2009; Santos & Gama, 2011). Complementarily, they function as differentiators and safeguard of local identities anchored in authenticity, storytelling of the processes, know-how and value of the memorable experience. As Condominas (1980) states, the diet is the focal point of the social space, linking the biological and the cultural, in a social food space (Poulain & Proença, 2003). It is a form of free will, when basic food needs are overcome, constructing a social affiliation, and belonging, which creates social ties and promotes participation in the process of production-recomposition of identities (Corbeau & Poulain, 2002; Poulain & Proença, 2003; Santos, 2021). Food choices are eating habits formation vehicles and significantly influence health status throughout life and sharing with the other, promoting opportunities for social contacts, cultural milestones, commitment, and affectivity (Cardoso et al., 2015; Bouwman et al., 2009).

Looking at the universe of university students allows us to have an insight into these influences. Some studies refer that university students' eating habits are inadequate (Davy et al., 2006; Alves & Precioso, 2017), due to poor food selection, stating that choices depend on price and social and environmental factors (Hernandez et al., 2016), and that these practices may persist well beyond academic life (Ha & Caine-Bish, 2009).

Here, we present the results of a study of preferences based on traditional Portuguese cuisine and wine regions. A questionnaire was thus applied, and a non-probabilistic sample was obtained, specifically a convenience sample. The students of the curricular unit Intangible Heritage and Tourism were the survey group. Each student was asked to apply the questionnaire to 10 other students of the institution.

The Coimbra Region, a NUT III region located in the tourist destination Centro de Portugal, has been distinguished as European Region of Gastronomy Awarded 2021. This initiative seeks, inter alia, to disseminate regional food and cultural identities through gastronomy, stimulating innovation and promoting the connection of gastronomy with culture, the economy and tourism, stimulating collaborative work and networking between the different stakeholders (communities, public administration, and academia, among other). In addition, sharing good practices with other regions in Europe.

The University of Coimbra is an institution which, due to its location and its vast courses offer, is attended by students from all regions of the country. Considering the geographical diversity of its students and gastronomy of Portugal, the main aim of and the dishes they most consume and recommend, as well as to evaluate the notion of national gastronomic typicality. In addition, their preferences in terms of drinks consumption and their knowledge of Portuguese wine regions were also assessed. Based on their knowledge and recommendation of traditional Portuguese cuisine, we analyse gender relations, regional eating habits, preferences for typical dishes and food specialities and drinks consumption. The findings are in line with Platania et al. (2016), who point to the fact that young-adults exhibit hybrid consumption, as they are simultaneously influenced by family consumption patterns and, on the other hand, by their free will.

Keywords: Consumer habits; Portuguese students; Gastronomy & wine

References:

Alves, R., & Precioso, J. (2017). Hábitos Alimentares dos/as Estudantes do Ensino Superior. Revista de Estudios e Investigación en Psicología y Educación, Extr.(14), 239-244.

Bouwman, L. I., Molder, H., Koelen, M. M., & Woerkum, C. (2009). I eat healthfully but I am not a freak. Consumers' everyday life perspective on healthful eating. Appetite, 53(3), 390-398.

Cardoso, S., Santos, O., Nunes, C., & Loureiro, I. (2015). Escolhas e hábitos alimentares em adolescentes: associação com padrões alimentares do agregado familiar. Revista Portuguesa de Saúde Pública, 3(2), 128-136.

Condominas, G. (1980). L'espace social à propos de l'Asie du Sud-Est. Paris: Flammarion.

Corbeau, J.-P., & Poulain, J.-P. (2002). Penser l'alimentation. Toulouse: Privat.

Davy, S. R., Benes, B. A., & Driskell, J. A. (2006). Sex differences in dieting trends, eating habits, and nutrition beliefs of a group of midwestern college students. Journal of the American Dietetic Association, 106(10), 1673–1677.

Ha, E.-J., & Caine-Bish, N. (2009). Effect of nutrition intervention using a general nutrition course for promoting fruit and vegetable consumption among college students. Journal of Nutrition Education and Behavior, 41(2), 103–109.

Hernandez, J., Bamwesigye, D., Horak, M. (2016). Eating behaviors of university students. MendelNet, 23, 565-570.

Montanari, M., & Pitte, J.-R. (2009), Les frontières alimentaires, Paris: CNRS Editions.

Platania, M., Rapisarda, P., & Rizzo, M. (2016). Food and health habits of university students. Relationship to food consumption behaviour. International Food Research Journal, 23(3), 1239-1247.

Poulain, J.-P., & Proença, R. (2003). O espaço social alimentar: um instrumento para o estudo dos modelos alimentares, Revista de Nutrição, 16(3), 245-256.

Santos, N., & Gama, A. (2011). As tradições do pão, territórios e desenvolvimento. In: N. Santos, & L. Cunha (Eds.) Trunfos de uma Geografia Ativa (pp. 273-282). Coimbra: CCDRC, IUC.

Santos, N. (2017). Gastronomia e vinhos: um produto sempre novo com raízes nas tradições da cultura da população portuguesa. In: F. Cravidão, L. Cunha, P. Santana, & N. Santos (Eds.) Espaços e tempos em geografia. Homenagem a António Gama (pp. 541-559). Coimbra: Imprensa da Universidade de Coimbra.

Santos, N. (2021). All Sorts of Things about Gastronomy and Wine. RendezVous - Journal of Interfaces in Art and Culture, IV (1), 99-116.

TCP (2019). Turismo Centro de Portugal – Plano regional de desenvolvimento Turístico 2020-2030. Turismo Centro de Portugal, Deloitte Consultores S.A. https://turismodocentro.pt/wp-content/uploads/2020/02/TCP-Plano-Regional-Desenvolvimento-Tur%C3%ADstico_20-30.pdf

TP (2017). Estratégia Turismo 2027: liderar o turismo do futuro. Ministério da Economia, Turismo de Portugal. http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/estrategiaturismo-2027.pdf

TP (2021). Plano Turismo +Sustentável 20-23. Ministério da Economia, Turismo de Portugal. https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/planoturismo-mais-sustentavel-20-23-pt-jun-2021.pdf

Luís Silveira, Claudete Moreira, Norberto Santos and Carlos Ferreira

Training and education in tourism: Evaluation, experience, and perspectives of former university students regarding the academic and professional skills

Portugal is currently a country where tourism occupies one of the main positions in terms of economic gain, being an important driver of territorial development and employment. In 2019, there were about 24.6 million tourist arrivals, positioning itself as an exporting country in terms of the tourism balance. Tourism activity was responsible, also in 2019, for 17.1% of the GDP (8.1% in 2020). In terms of employment, in 2019, 20.7% of jobs were related to the tourism sector. Although the year 2020 was characterised by the first year of the Covid-19 pandemic, the tourism sector continued to employ a significant percentage of workers (17.7%) (WTTC, 2021).

Coimbra fits nationally with a profile of a university city, where education, health and culture characterise it. Being its university one of the oldest in Europe and framed by a vast built urban heritage, since 2013 the University of Coimbra - Alta e Sofia is classified as a UNESCO World Heritage Site. As Coimbra has been projecting itself as a national tourist destination of reference in recent decades, it was from 2013 onwards that the increase in the number of tourists was more significant. In 2013, the sub-region where Coimbra is located, received the visit of 377,168 people, having increased to 711,000 in 2018 (Oliveira-Moreira & Santos, 2020).

Despite the seniority of the University of Coimbra and considering the relevance of the tourism activity for the country already comes since the (19)90s, higher education and training in tourism in university establishments is still recent. This function was almost exclusive to polytechnic institutes.

As the University of Coimbra is one of the largest Portuguese universities, located in a city with growing tourism relevance, as well as the realisation that national tourism activity can only remain competitive and of quality if there is investment in the qualification of its human resources (Turismo de Portugal, 2017), a gap was identified in the supply of higher education that would provide future graduates with skills in the trilogy tourism, territory, and heritage. In Portugal, throughout the XXI century, the academic valorisation of leisure, tourism, and heritage studies, was combined with the political option of planning, promotion, and investment in tourism, with the option of entrepreneurship, innovation, private investment and with the communities' acceptance of the positive impacts of tourism on local development (Santos & Cunha, 2021). Also, it was found that, due to the scope and complexity of tourism, the workforce related to a higher level of training would be lacking (Marujo, 2021).

Within this context, in 2007, the University of Coimbra, through the Department of Geography and Tourism, started to offer a bachelor in Tourism, Leisure and Heritage (currently Tourism, Territory and Heritage). After more than a decade in operation, the present research arises through the application of a questionnaire to former students (a universe of more than 500), which aimed to gauge the opinions about the experience in higher education and the current and future perspectives regarding the academic and professional components. Several elements concerning the course were questioned, namely the degree of success at the end of the degree course, the reasons of attendance, the satisfaction, and the opinion regarding the introduction, in the course, of new subjects which promote the continuous preparation and adaptation of the students to the professional world. In terms of their careers, it was important to understand their professional situation, the time spent in the profession (full-time or part-time), their relationship with the tourist activity, the stability/dynamics of their employment over time, the received income and their professional horizon (in terms of ambition).

With the results obtained it will be possible to identify a set of structuring elements for tourism education strategies, both at the University of Coimbra and in other institutions. In a society like todays, where everything is faster and more permeable, education and training reveal themselves as fundamental levers over time. The conclusion of a degree is essential, but it may not be enough. It is therefore vital to understand how educational institutions can meet the needs of the labour market, designing (potential) new sub-thematic paths in terms of training and teaching for the courses that already exist and those that may come into existence.

Keywords: Alumni; Bachelor in tourism; Professional career; University of Coimbra.

References:
Marujo, N. (2021). O turismo como objeto de estudo académico. In: L. Cunha; P. Santana; L. Lourenço; N. Santos; & P. Nossa (Eds.) Geografia, turismo e território. Livro de homenagem a Fernanda Delgado Cravidão (pp. 643-661). Coimbra: Coimbra University Press.

Oliveira-Moreira, C., & Santos, N. (2020). Tourism qualitative forecasting: Scenario building through the Delphi technique. Cuadernos de Turismo, 46, 423-457. https://doi.org/10.6018/turismo.451911

Santos, N., & Cunha, L. (2021). Turismo, ambiente e território. A influência do percurso científico de Fernanda Cravidão. In: L. Cunha; P. Santana; L. Lourenço; N. Santos; & P. Nossa (Eds.) Geografia, turismo e território. Livro de homenagem a Fernanda Delgado Cravidão (pp. 663-693). Coimbra: Coimbra University Press.

Turismo de Portugal (2017). Estratégia Turismo 2027. Turismo de Portugal. http://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/estrategiaturismo-2027.pdf

WTTC (2021). Travel & Tourism – Economic impact 2021 Portugal. World Travel & Tourism. https://wttc.org/Research/Economic-Impact

Prawannarat Brewer, Heidi Dent and Angela Sebby

Factors contributing to hospitality employee turnover during the pandemic

Since the coronavirus pandemic began in 2020, the United States has remained the hardest-hit country in the world by the variant of viruses. As the virus continues to spread, it impacts all Americans' physical and mental health. Many reports and surveys also found that many businesses across America have experienced financial crises, bankruptcy, and employee turnover. The hospitality industry in the United States has also experienced not only a massive labor shortage, but also difficulty filling open jobs. According to the U.S. Bureau of Labor Statistics, over 4.5 million workers voluntarily quit their jobs in November 2021. Interestingly, the highest quit rate is 6.9%, and these workers are in the accommodation and food services (Zagorsky, 2022). Nevertheless, factors contributing to the turnover intention remain in doubt.

This research aims to explore how the COVID-19 pandemic impacts hospitality employees' work experiences, opinions, and turnover intention. The study will apply two classic theories: Content, causes, and consequences of job insecurity (Ashford, Lee, & Bobko, 1989) and Theory of planned behavior (Ajzen, 1991); to identify the root causes of employee resignation and their intention to resign or shift to other career fields. Factors resulting from the impact of the COVID-19 pandemic will be explored. These factors include anxiety, organizational changes, work stressors, locus of control, job insecurity, and job dissatisfaction. With the emphasis on hospitality employees, this study will also explore the negative experiences of employees in dealing with colleagues and customers' interactions due to mandated COVID protocols and vaccination. Other related factors such as career pathway benefits and compensation will also be explored.

Based on previous literature and in-depth interviews, this study will develop hypotheses and scales to measure complex constructs and variables that influence employee perceptions and behaviors related to turnover intention. The data collection will include two sample groups, drawing from the U.S. hospitality census population in two different periods. Due to the continuous spread of Omicron when this proposal was written in January 2022, the researcher will conduct the survey and the interview online. The study will analyze data by using both qualitative and quantitative methods. Data obtained from the first-hand in-depth interviews with hospitality employees will be transcribed, annotated, categorized into sub-categories, and arranged in order. These sub-categories will be utilized and combined with scales drawing from previous literature to create a new measurement scale set that is more appropriate with the context of this study. The analysis of quantitative data will be performed by using various statistical analysis methods such as descriptive, inferential, and causal analyses. In addition, because uncertain pandemic situations may affect people differently, this study will compare the results of employees' perceptions and intentions in two-time periods: mid-2021 and early 2022. Results of this study are expected to reveal employees' concerns and reasons for the labor shortage along with solutions for this problem.

This research will provide an overview of the hospitality employee turnover situation during the pandemic. In addition, it will propose a conceptual framework for managing labor shortage constraints. The result of this study will be valuable to hospitality industry practitioners as well as scholars and researchers in academic institutions. Research theoretical and practical implications, limitations, and suggestions for future research will also be discussed.

Keywords: hospitality employee; labor shortage; COVID-19 pandemic; turnover intention; job satisfaction

References:

Ashford, S. J., Lee, C., & Bobko, P. (1989). Content, cause, and consequences of job insecurity: A theory-based measure and substantive test. Academy of Management journal, 32(4), 803-829.

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Zagorsky, J. (2022). Are we really facing a resignation crisis? World Economic Forum, Published 13th January, Available at: https://www.weforum.org/agenda/2022/01/great-resignationcrisis-quit-rates-perspective/ [Accessed 30th January 2022].

Bianca Frost and Elizabeth Du Preez

In it for the long run! Exploring marathon runners' responses to restricted event participation during COVID-19

Sports event participants derive both physical and mental health benefits from engaging in sporting events. Events, such as marathon running, are relevant to sports consumer research as these events have the ability to enhance event participants' overall subjective well-being (SWB). In this manner, these events align with the third Sustainable Development Goal (SDG) of promoting good health and well-being. The Coronavirus Disease 2019 (COVID-19) was identified as a global health emergency in March 2020. During the initial phases of COVID-19, with social distancing measures in place, outdoor leisure activities, such as road running, were prohibited over certain periods. Major mass sporting events worldwide were also cancelled for the first time in decades. As such, it is not known how marathon runners, who are committed to extensive training regimes to partake in physically demanding marathon events, were impacted during the crisis period. The purpose of this study is to explore marathon runners' emotional and behavioral responses to restricted event participation during COVID-19. This is done from a SWB perspective, also taking into account aspects of self-expressiveness as an antecedent thereof. One of the largest international running marathon events, the Comrades Marathon hosted in South Africa, is used as context. The qualitative study uses netnography to explore authentic responses to COVID-19 within online conversation. Data was collected from a Comrades Marathon 2020 Facebook community group for a period of 10 weeks, during initial phases of lockdown, producing 2455 text-based units for analysis. Main 'themes' were identified inductively, using Leximancer Version 5.0, a text analytics tool. Initial findings indicate decreased SWB through frustrations of not being able to engage in daily exercise routines, as well as anticipated separation distress regarding potential event cancellations. In later stages, the runners' need for perceived challenge and self-realization potential were directed to newly created activities such as 'garden-running' challenges, enhancing SWB through a new sense of accomplishment. The findings of the study highlight the importance of sport to promote good health and well-being as well as the need to pro-actively develop platforms where participation can continue during a prolonged crisis such as the one brought about by COVID-19. As such, sports marketers and event organizations should not underestimate their role in the provision of sports events from a broader perspective beyond business. If these organizations take heed of sport participants' need for challenging consumption experiences, particularly during times of restricted participation, they ultimately aid in enhancing overall consumer well-being.

Keywords: sports events; participants; COVID-19; self-expressiveness; subjective well-being (SWB); netnography

Katalin Csobán, Nirmeen Elmohandes, György Serra and Károly Pető

The impacts of technological advancements on sports events tourism

Technological innovations contributed to a fundamental change in the tourism and hospitality sector. The assimilation of online digital technologies has also altered the way tourism events are prepared, promoted and implemented, which was further accelerated by the COVID-19 pandemic. The interaction among the participants of an event became feasible with the help of the various social media platforms, which may contribute to an enhanced travel experience as well as a sense of community. Internet-based technologies, the social media and mobile applications have allowed tourists not only to receive information faster than ever before but also to interact, and actively share opinions with one another. As consumers play a more active role, tourism professionals need to recognize the potential of technology in providing a more personalized experience and a higher quality service in general.

Sport event management is greatly influenced by the newest technological advancements. Marketing, ticketing, broadcasting, the operations of stadiums and sports halls are only a few examples affected by technology. Sports event organizers need to enhance the quality of customer experience by digital technologies. Understanding the various forms of technological applications is of vital importance to sports event managers so that they can incorporate the most efficient methods and techniques to the event management process.
The coronavirus pandemic has had serious negative impacts on the organization of sporting events, but at the same time the role of digital support has significantly increased. As a result of the technological innovations, sport events have been successfully organized and broadcast to a wide range of audiences, so supporters could follow the events from their homes during the pandemic restrictions. As there is a high demand for following a sports event in an effective, personalized and entertainining way, technological innovations will probably receive an even greater emphasis in the future.

The main objectives of the present study are to investigate the role of technological innovations during the consecutive phases of sports travel and to analyze the impacts of digitalization on the management of sports events. Furthermore, the relationship between technological innovations and the level of tourist experience is explored through case studies of sports events.

This study also provides important implications for event organizers involved in the design and management of technology-empowered sport tourism experience.

A qualitative research design was adopted for the present study to gain a deeper understanding on the impacts of technology on event management. In-depth semi-structured interviews were conducted with sports event organizers and sports club managers who have extensive experience in organizing international, national and small-scale sports events. Athletes and coaches were also asked to share their views on the use of the various forms of technological advancements. Results imply that digital globalization forces event managers to use innovative techniques and there is a clear intention to enhance users' experience by digital media. In addition, managers are aware that social media driven by digital technology has dramatically changed event marketing, and it has also presented opportunities for destination brand enhancement. Athletes and coaches identified health and performance analysis as a fast developing area, which is of vital importance.

Keywords: sport event; sport tourism; digitalization; technological innovations

Katalin Csobán, Andrea Szőllős-Tóth, Károly Pető and Anett Godáné Sőrés

The impacts of the COVID-19 pandemic on residents? attitudes to tourism development? case study of a Hungarian spa town

The phenomenon of overtourism was experienced in many destinations in the pre-pandemic period. The congestion around popular tourist attractions put increased pressure on the natural and social environment. Large numbers of visitors may exert serious negative impacts on the quality of life of residents, which triggered violent protests among locals in several places around the world. However, it is obvious that public support and local community collaboration are essential for the sustainable development of tourism. As social exchange theory indicates, the host population may encourage tourism development depending on their assessments of the positive and negative aspects associated with tourism activities. Residents are willing to participate in an exchange if they consider that the benefits of their involvement outweigh the costs of that activity. As a result, a community is more willing to embrace tourism if the perceived benefits supersede the perceived negative aspects.

The present study examines the residents' attitudes to tourism in a rural spa town of Hajdúszoboszló, which has been one of the most popular Hungarian destinations for years, both in terms of the number of domestic and foreign overnight stays. In our research we aim to get a deeper understanding of residents' views on the positive and negative impacts of tourism and the possible changes in residents' attitudes to tourism development in the spa town through the times of the coronavirus pandemic.

A questionnaire survey was conducted among local residents in the period before the pandemic, when tourism was a flourishing sector in the spa town. Then the survey was implemented repeatedly in the beginning of 2021, when a drastic decline in tourism took place as a result of the pandemic restrictions.

The findings of the questionnaire survey implemented among the residents before the pandemic suggest that the strengthening of social relations, a boom in the cultural life, the increase in the service sector and the appreciaton of language and professional skills are identified as positive impacts by the locals. In accordance with the findings of international studies, the host communities of Hungarian destinations, have to face the rise in property prices resulting from tourism development. The results of the correlation analysis confirm that the price rise is considered a major negative impact by the young people and the employees among the respondents. It can also be concluded that the residents have experienced the negative impacts of congestion, as well as the environmental problems arising from the relatively high number of tourists. Overall, the results of the investigation suggest that several signs of overtourism were present in the spa town before the pandemic. The results of the second survey conducted during the time of the COVID-19 pandemic clearly indicated that the lack of tourists in the spa town affected the opinions and attitudes of locals. A decisively higher number of residents claimed that they are in favour of tourism and they are very happy to welcome tourists in the town.

Understanding the perceptions and opinions of the population of spa towns and cities on tourism development has important practical implications, as local decision-makers are responsible for setting the directions of development, monitoring and managing the impacts of tourism. Timely intervention may be needed in order maintain and improve tourist satisfaction and the residents’ quality of life in the future.

Keywords: residents' perceptions; sustainable tourism; impact of pandemic

Josep Llados-Masllorens, Antoni Meseg er-Artola, Lluís Garay-Tamajon and Soledad Morales

Airbnb during COVID-19: Performance and resilient strategies in Barcelona

Before the COVID19, Barcelona was a living illustration of the effect of Airbnb in reshaping the urban fabric and associated place dynamics. Short-term tourist rentals (STR) and the digital platforms managing and mediating them had expanded enormously, inducing a strong civic response, leading to a growing politicization of tourism and having a direct influence in the dynamics of the housing market. This prominent tourist position and the central role of STR was broken by COVID19 and the regulations associated with the management of the pandemic.

Although the impacts of the pandemic on tourism and destinations have been well documented, further research measuring the impact of pandemic on the STR market is still necessary. The principal aim of this investigation is to identify the resilient and adaptive strategies adopted by Airbnb hosts and its managerial (professionalized vs. regular) and spatial (neighborhoods) unevenness during the uncertainty time of pandemic period. Taking into account the temporality and the characteristics of the data, this research analyzes and characterizes the evolution of this activity between 2017 and 2021 in Barcelona, identifying the main factors that can explain its performance and the adaptive strategies during the COVID19 period from a time-space perspective.

We gathered data to perform a longitudinal analysis for three specific moments every year, representing different tourist seasons in the city: December (low season), February (the most event-related tourism activity) and August (high season). For each season, we focused our attention on those listings that have been offered during all the years. From 2017 to 2021, a total of 3,528 geo-localised listings data were obtained from InsideAibnb platform for December, 3,564 for February, and 4,035 for August. Variables in the dataset contain information about the room type, the price, the minimum number of nights, the number of hosts' listings and the number of reviews. We use this last variable as a proxy of the occupancy rate.

An innovative approach based on deep learning (neural networks) is applied to explain the activity on the platform to determine, through a cross-validation process, the importance of each variable. This quantitative model was combined with statistical and spatial analysis of listings to analyse more in depth the differences between seasons. The model shows the number of revisions of the previous year as the most important variable to explain the activity in the platform. This variable was also the most important to explain the purchase of the STR accommodation in times of COVID19, and especially when tourist mobility restarted. Previous demand for the lodgings would be feeding a self-supporting process.

Our analysis, reveal the decrease in occupancy in STR due to the fall in demand during the pandemic for all segments and types of accommodation. However, entire homes have been more resilient than shared rooms. The impact of the pandemic on the demand has been spatially uneven as it has been concentrated in neighbourhoods with tourist attraction but located in the periphery of the city, revealing the emergence of new centralities. However, the fall in rents and the increase of available accommodations have propelled the demand for residential uses in the most central districts.

A notable finding of our research is the identification of two different strategies of adaptation of hosts during the pandemic time in relation to price. In 2020, the strategy of the hosts focused on reducing prices to attract the demand for domestic tourism mobilized after the hard lockdown. But more recently the strategy of hosts is based on increasing the average price of the accommodation even far beyond the pre-pandemic periods. The ups and downs in prices are motivated by the dramatic changes in the demand for short-rental tourism accommodation in the city: a severe fall (80.6%) in 2020 followed by a strong recovery in 2021 (65.6%). Prices seem to be more significant factors during high season, meanwhile the host listing count and the type of room are more decisive during the rest of the year.

Finally, although different strategies between regular hosts and big tenants are not observed during the pandemic, the most marked changes are detected in those places with high concentration of big tenants.

Keywords: Short-Term Tourist Accommodation; Resilient Strategies and COVID19;
Deep Learning; Airbnb

References:

Arias Sans, A., & Quaglieri Domínguez, A. (2016). Unravelling Airbnb. Urban perspectives from Barcelona. In P. Russo & G. Richards (Eds.), Reinventing the local in tourism (pp. 209–228). Clevedon: Channel View.

Garay-Tamajón, L., Morales-Pérez, S. & J. Wilson (2020) Tweeting the right to the city: digital protest and resistance surrounding the Airbnb effect, Scandinavian Journal of Hospitality and Tourism, 20:3, 246-267, DOI: 10.1080/15022250.2020.1772867

Garay-Tamajón L, Lladós-Masllorens J, Meseguer-Artola A, Morales-Pérez S. Analyzing the influence of short-term rental platforms on housing affordability in global urban destination neighborhoods. Tourism and Hospitality Research. January 2022. doi:10.1177/14673584211057568

Gutiérrez, J., García-Palomares, J. C., Romanillos, G., & Salas-Olmedo, M. H. (2017). The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona. Tourism Management, 62, 278–291. DOI: 10.1016/j.tourman.2017. 05.003

Gyódi, K. (2021), "Airbnb and hotels during COVID-19: different strategies to survive", International Journal of Culture, Tourism and Hospitality Research, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCTHR-09-2020-0221

Higgins-Desbiolles, F. (2020). Socialising tourism for social and ecological justice after COVID-19. Tourism Geographies, 22(3), 610-623.

Lladós-Masllorens, J.; Meseguer-Artola, A.; Rodríguez-Ardura, I. (2020). Understanding Peer-to-Peer, Two-Sided Digital Marketplaces: Pricing Lessons from Airbnb in Barcelona. Sustainability, 12, 5229. https://doi.org/10.3390/su12135229

Llaneza, Catalina & Raya, Josep Maria (2021) The effect of COVID-19 on the peer-to-peer rental market, Tourism Economics Vol. 0(0) 1–26 DOI: 10.1177/13548166211044229

Morales-Pérez, S., Garay-Tamajón, L. & Julie Wilson (2020): Airbnb's contribution to socio-spatial inequalities and geographies of resistance in Barcelona, Tourism Geographies, DOI: 10.1080/14616688.2020.1795712

Tong, B., & Gunter, U. (2020). Hedonic pricing and the sharing economy: How profile characteristics affect Airbnb accommodation prices in Barcelona, Madrid, and Seville. Current Issues in Tourism, 22(10), 1808–1826. DOI: 10.1080/13683500.2020.1718619

Wilson, J., Garay-Tamajon, L. & Soledad Morales-Perez (2021): Politicising platform-mediated tourism rentals in the digital sphere: Airbnb in Madrid and Barcelona, Journal of Sustainable Tourism, DOI: 10.1080/09669582.2020.1866585

Jeroen Oskam and Anna de Visser-Amundson

Hospitality education: Preparing students for times of uncertainty

Whilst technological disruptions, in particular the emergence of electronic distribution, made many hospitality educators aware of the unpredictability of our students' professional future, a decade of economic crises, political turmoil, pandemic and war has only brought this vision more to the fore. For hospitality curricula, the consequence is that the idea of a stable technical and managerial skillset with which to endow our students, has given way to the search for a formula to continuously update educational content with the latest relevant developments. But given the speed of curriculum development and implementation, the duration of tertiary programmes and the time required for graduates to reach positions of responsibility, this quest is a mission impossible: the sum of the years we need to deliver graduates prepared for the latest innovations to the professional environment, simply exceeds the life span of most innovations.

The growing awareness of uncertainty has been accompanied in hospitality education —as in other professional disciplines— with the development of tertiary programmes. The way programmes have evolved has been diverse, with what has been described as a dilemma between a vocational paradigm, with a focus on competencies required by hospitality businesses, and an academic paradigm that has adjusted hospitality education to generic university standards (Lugosi & Jameson, 2017), to the detriment of their immediate practical relevance, as well as the employability of their graduates (Oskam, 2018; Raybould & Wilkins, 2005). As neither of these two models seems to address the demand for strategic expertise specialized in hospitality, several authors have suggested a third educational paradigm that, for example, incorporates liberal arts perspectives (Catrett, 2018; Hindley & Wilson-Wünsch, 2018; Morrison & O'Mahony, 2003).

It can be argued that a curriculum design that combines academic rigour with applicability to professional issues as these may arise, now or in the future, is imperative for universities to remain relevant in a changing educational landscape (Davie, 2022). Professionals resorting to other modes of educational delivery could lead to an identification of professional training institutes with current and advanced knowledge, with university curricula being considered as providing basic knowledge, unsuitable for entry into a professional career. At Dutch higher education institute Hotelschool The Hague, a hypothesized way to address these issues is the reform of its hospitality curricula through the introduction of Design Based Research, with the objective of turning students into 'field problem solvers', prepared to face the volatility of their future profession (Oskam, de Visser-Amundson, & de Boer, 2021). This action research paper explores this reform initiative and its effects on educational delivery and outcomes.

In this curriculum reform, the principles of design science, which prioritize prescriptive (Denyer, Tranfield, & Van Aken, 2008) or "actionable knowledge that is grounded in evidence" (Holloway, van Eijnatten, Romme, & Demerouti, 2016, p. 1639) over descriptive or analytical knowledge —in other words, finding solutions rather than finding causes—, have been incorporated throughout the different hospitality curricula. Thus, students are trained to understand and apply the design-based research cycle to professional problems of increased complexity (De Visser-Amundson, Oskam, & Valk, 2019). First, the paper will describe the changes made to the different curricula. Besides the actual redesign of current educational courses, it will in particular discuss how the educational innovation cycle will be shortened because of these changes.

The results of the curriculum reforms are being assessed in multiple ways. Traditional educational metrics, such as study success and satisfaction, contribute to our understanding of how the changes are perceived by students and faculty. More important than the immediate educational experience is perhaps whether the reformed curricula succeed in bridging the research-practice gap. The paper will outline and discuss the first indicators of achieved outcomes, such as the professional relevance of student research, cognitive effects of the new curriculum and career entry of hospitality graduates.

Keywords: Hospitality Education; Design-Based Research; Research-Practice Gap; Technological Disruption; Unvertainty

References:
Catrett, J. B. (2018). Hospitality education: A third paradigm. In J. A. Oskam, D. M. Dekker, & K. Wiegerink (Eds.), Innovation in hospitality education, Anticipating the Educational Needs of a Changing Profession (pp. 15-32). Cham: Springer.

Davie, S. (2022, January 30, 2022). Universities must change or lose their place to alternative education providers: OECD education chief. Straits Times (30th January, 2022). Available at https://www.straitstimes.com/singapore/parenting-education/universities-must-change-or-lose-their-place-to-alternative-education-providers [Accessed 17th February, 2022].

De Visser-Amundson, A., Oskam, J. A., & Valk, C. (2019). Design Oriented Curriculum Innovation and The Effects of a Design Thinking Intervention on Organisational Support. Paper presented at the 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.

Denyer, D., Tranfield, D., & Van Aken, J. E. (2008). Developing design propositions through research synthesis. Organization studies, 29(3), 393-413.

Hindley, C., & Wilson-Wünsch, B. (2018). Expertise: The Theory of Experimentation. In J. A. Oskam, D. M. Dekker, & K. Wiegerink (Eds.), Innovation in hospitality education, Anticipating the Educational Needs of a Changing Profession (pp. 51-63). Cham: Springer.

Holloway, S. S., van Eijnatten, F. M., Romme, A. G. L., & Demerouti, E. (2016). Developing actionable knowledge on value crafting: a design science approach. Journal of Business Research, 69(5), 1639-1643.

Lugosi, P., & Jameson, S. (2017). Challenges in hospitality management education: Perspectives from the United Kingdom. Journal of Hospitality and Tourism Management, 31, 163-172. doi:10.1016/j.jhtm.2016.12.001

Morrison, A., & O'Mahony, G. B. (2003). The liberation of hospitality management education. International Journal of Contemporary Hospitality Management 15(1), 38-44.

Oskam, J. A. (2018). Introduction: Innovation in Hospitality Education. In J. A. Oskam, D. M. Dekker, & K. Wiegerink (Eds.), Innovation in hospitality education, Anticipating the Educational Needs of a Changing Profession (pp. 1-12). Cham: Springer.

Oskam, J. A., de Visser-Amundson, A., & de Boer, B. (2021). Preparing Hospitality Graduates for a Volatile Future: The need for "Field Problem Solvers". Journal of Hospitality & Tourism Research, 45(5), 902-904.

Raybould, M., & Wilkins, H. (2005). Over qualified and under experienced: Turning graduates into hospitality managers. International Journal of Contemporary Hospitality Management 17(3), 203-216.

Vasilis Papavasiliou

Negotiating reconciliation and peace through narratives – The case of Cyprus

Cyprus is still riddled with the physical and mental scars of the West's longest-running diplomatic dispute (Bryant & Papadakis, 2012; Dodd, 2010). The fracturing of the island's common history has not only created these hostile and seemingly intractable barriers to reintegration - any political resolution and process of transitional justice must bring closure to the everyday traumas of war but also come into a consensus on historical narratives that seem to be perforated with political influence (Souter, 1984; Stavrinides, 1975).

There has been a powerful position to encapsulate and promote official and trusted narratives by both the Northern area of the island – the so-called Turkish Republic of Northern Cyprus, and the Southern area of the island – The Republic of Cyprus (Attalides, 2003; Mavratsas, 1997; Morag, 2004; Nevzat & Hatay, 2009; Pollis, 1996; Vural & Özuyanık, 2008). We are presented with a dilemma that heritage is subsequently (re)negotiated and (re)constructed “because multiple practical, professional and political reasons dictate what kind of cultural heritage is visible or not and to whom” (Stylianou-Lambert, Boukas, & Bounia, 2015, p. 176). Cyprus is resonating in an ambiguous historical pool that leads to a kaleidoscope of destination identity opinions (Constantinou & Papadakis, 2001; Papadakis, 1994, 1998, 2003, 2008; Papadakis, Peristianis, & Welz, 2006; Stavrinides, 1975; Thubron, 2012).

This study essentially expands the idea introduced by Vasilis Papavasiliou (2022) PHD thesis and argues that one way to foster peace through tourism is to firstly highlight the importance of narratives. The author argued in his study that collective memory (Confino, 1997) which is driven from the sociocultural and psychological literature (Heersmink, 2021; Pennebaker & Gonzales, 2009) can address the gap of foundational vagueness expressed in the destination image literature (Lai & Li, 2016; Li, Ali, & Kim, 2015; Tung & Ritchie, 2011) . The author demonstrated that in Cyprus the official tourist guides, which are the cultural brokers (Bryon, 2012) of a destination, in the northern areas of the island and in the southern area of the island narrate different stories. Doing so, these stories create different narrated images of the destination. The author also indicated that the stories the tourist guides narrate are influenced by their DMOs, in the north and in the south. However, they are also influenced by the tour guides collective memories that are reflective of their respective communities.

Cyprus is an excellent example to implement the idea of collective memory and illustrate how tour guides narratives are affected by it. Doing so, this study can raise a discussion concerning the importance of the narratives. Importantly it will demonstrate how they can help negotiate reconciliation and peace.

Cyprus has had a rich and troublesome history (Farmaki, Altinay, Botterill, & Hilke, 2015; Papadakis et al., 2006). It has been conquered and inhabited by a variety of empires. Through a series of events and disputes between the islanders, Cyprus is currently temporarily divided/partitioned into two communities (Papadakis, 2008). The Turkish Cypriots who reside in the north and the Greek Cypriots who live in the south of the island (Farmaki, Antoniou, & Christou, 2019). Having said that, the two communities have their own version of what it means to be a Cypriot islander.

The author examines what stories the tourist guides in the north and in the south of Cyprus narrate during a single day of guided tours. Using narrative analysis (Earthy & Cronin, 2008; Gelter, Lexhagen, & Fuchs, 2021; Mura & Sharif, 2017) as the method of interpretation, the author also explores what lies beyond the narratives. Who are the influencing agents that affect the narratives? Where do the tour guides get their information? To find out the answers to these questions the author interviewed six tourist guides following an unstructured process with a guided approach at the end of each single day guided tour. Importantly, this study extends its findings to discuss the importance of the tourist guides narratives have on a destinations image, especially in places with political and historical disputes.

This research is limited only on tourist guides and interpreting their narratives (Mura and Safir, 2017). Consequently, the study provides a stronger foundation because the narrated image is facilitated from the tourist guide (the storyteller) to the tourist. Hence, by understanding how collective memory influences the narrated destination image (NDI) it strengthens the foundation of the general concept and focuses on the importance of the tourist guides narratives. Further research needs to be conducted that incorporates the tourist's perspective and understanding of the narratives at the receiving end.

Keywords: collective memory; narratives; tour guides; peace-building

References:

Attalides, M. A. (2003). Cyprus: Nationalism and International Politics (Vol. 18). Cyprus Bibliopolis.

Bryant, R., & Papadakis, Y. (2012). Cyprus and the Politics of Memory: History, Community and Conflict (Vol. 51). London,UK: I.B.Tauris & Co Ltd.

Bryon, J. (2012). Tour guides as storytellers–from selling to sharing. Scandinavian Journal of Hospitality and Tourism, 12(1), 27-43.

Confino, A. (1997). Collective memory and cultural history: Problems of method. The American Historical Review, 102(5), 1386-1403.

Constantinou, C. M., & Papadakis, Y. (2001). The Cypriot state (s) in situ: Cross-ethnic contact and the discourse of recognition. Global Society, 15(2), 125-148.

Dodd, C. (2010). The History and Politics of the Cyprus Conflict. London,UK: Springer.

Earthy, S., & Cronin, A. (2008). Narrative analysis. In N. Gilbert (Ed.), Researching Social Life. London Sage.

Farmaki, A., Altinay, L., Botterill, D., & Hilke, S. (2015). Politics and sustainable tourism: The case of Cyprus. Tourism Management, 47, 178-190.

Farmaki, A., Antoniou, K., & Christou, P. (2019). Visiting the "enemy": Visitation in politically unstable destinations. Tourism Review.

Gelter, J., Lexhagen, M., & Fuchs, M. (2021). A meta-narrative analysis of smart tourism destinations: implications for tourism destination management. Current Issues in Tourism, 24(20), 2860-2874.

Heersmink, R. (2021). Materialised identities: Cultural identity, collective memory, and artifacts. Review of Philosophy and Psychology, 1-17.

Lai, K., & Li, X. (2016). Tourism Destination Image: Conceptual Problems and Definitional Solutions. Journal of Travel Research, 55(8), 1065-1080.

Li, J. J., Ali, F., & Kim, W. G. (2015). Reexamination of the role of destination image in tourism: an updated literature review. E-review of Tourism Research, 12.

Mavratsas, C. V. (1997). The ideological contest between Greek-Cypriot nationalism and Cypriotism 1974–1995: Politics, social memory and identity. Ethnic and Racial Studies, 20(4), 717-737.

Morag, N. (2004). Cyprus and the clash of Greek and Turkish nationalisms. Nationalism and Ethnic Politics, 10(4), 595-624.
Mura, P., & Sharif, S. P. (2017). Narrative analysis in tourism: a critical review. Scandinavian Journal of Hospitality and Tourism, 17(2), 194-207.
Nevzat, A., & Hatay, M. (2009). Politics, society and the decline of Islam in Cyprus: from the Ottoman Era to the Twenty-First Century. Middle Eastern Studies, 45(6), 911-933.
Papadakis, Y. (1994). The National Struggle Museums of a divided city. Ethnic and Racial Studies, 17(3), 400-419.
Papadakis, Y. (1998). Greek Cypriot narratives of history and collective identity: nationalism as a contested process. American Ethnologist, 25(2), 149-165.
Papadakis, Y. (2003). Nation, narrative and commemoration: Political ritual in divided Cyprus. History and Anthropology, 14(3), 253-270.
Papadakis, Y. (2008). Narrative, Memory and History Education in Divided Cyprus: A Comparison of Schoolbooks on the" History of Cyprus". History & Memory, 20(2), 128-148.
Papadakis, Y., Peristianis, N., & Welz, G. (2006). Divided Cyprus: Modernity, History, and an Island in Conflict. Indiana,US: Indiana University Press.
Papavasiliou Vasilis. (2022). Collective memory and narrated destination image: Interpreting the tour guides narratives in guided tours. . (PHD), Hong Kong Polytechnic University
Pennebaker, J. W., & Gonzales, A. L. (2009). Making history: Social and psychological processes underlying collective memory. Memory in mind and culture, 171-193.
Pollis, A. (1996). The social construction of ethnicity and nationality: The case of Cyprus. Nationalism and Ethnic Politics, 2(1), 67-90.
Souter, D. (1984). An island apart: A review of the Cyprus problem. Third World Quarterly, 6(3), 657-674.
Stavrinides, Z. (1975). The Cyprus Conflict: National Identity and Statehood. Athens,Greece: Z. Stavrinides.
Stylianou-Lambert, T., Boukas, N., & Bounia, A. (2015). Politics, tourism and cultural sustainability Theory and Practice in Heritage and Sustainability (Vol. 176, pp. 176-189): ROUTLEDGE in association with GSE Research.
Thubron, C. (2012). Journey Into Cyprus: Random House.
Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. Annals of Tourism Research, 38(4), 1367-1386.
Vural, Y., & Özuyanık, E. (2008). Redefining identity in the Turkish-Cypriot school history textbooks: a step towards a united federal Cyprus. South European Society and Politics, 13(2), 133-154.

Natalia Tomczewska-Popowycz, Lukasz Quirini-Poplawski and Slawomir Dorocki

Tourism sector resilience during (permanent) instability: Evidence from Ukraine

In February 2022, the world heard the news about the most outstanding war on a global scale since World War II. The largest country in the world - Russia launched a large-scale attack on Ukraine - the largest country in Europe. Before this happened, Ukraine was struggling with a long-lasting armed conflict in the Luhansk and Donetsk oblasts and the annexation of the Crimean peninsula since 2014. Existing studies focus on the influence of singular factors on tourism in Ukraine (Ivanov et al., 2016, 2017; Sass, 2020; Webster et al., 2017) and specific time periods (Doan & Kiptenko, 2017; Kiptenko et al., 2017; Lozynskyy & Kushniruk, 2020; Tomczewska-Popowycz & Quirini-Popławski, 2021). The current study is designed to fill the gap in research in a comprehensive analysis of tourism development since the collapse of the Soviet Union.

The study aims to present individual oblasts in Ukraine in the light of various adverse events and their resistance to them. The authors' task is to show the regions that have done the best and develop guidelines/recommendations for tourism managers.

Selected indices were analyzed that illustrate political determinants (Political stability and absence of violence/terrorism index, number of attacks by regions, number of internal and external migrations and refugees by regions; mortality rate by regions) and their relationship with basic tourism sector metrics for Ukraine (i.e. tourist volume, both domestic and international, tourism revenue). The VARMAX procedure analysis made it possible to identify the impacts of selected events on Ukraine's tourism sector and examine trends and cycles.

The research results illustrate changes in Ukraine's tourism market triggered by various factors such as the Orange Revolution, the 2008 financial crisis, Russian annexation of Crimea, the war in the Donbas region, marshal law, and the pandemic. The study argues that an analysis of past and current trends help to understand the characteristics of the factors impacting the tourism sector, which may be helpful in the planning and management of policy in this sector. It also shows the beneficiaries of unstable situations. The paper ends with a discussion of the study's limitations and future research directions.

Keywords: political instability; Ukraine; resilience

References:

Doan, P., & Kiptenko, V. (2017). The geopolitical trial of tourism in modern Ukraine. In D. Hall (Ed.), Tourism and Geopolitics (pp. 71–86). Cabi.

Ivanov, S., Gavrilina, M., Webster, C., & Ralko, V. (2017). Impacts of political instability on the tourism industry in Ukraine. Journal of Policy Research in Tourism, Leisure and Events, 9(1), 100–127. https://doi.org/10.1080/19407963.2016.1209677

Ivanov, S., Idzhylova, K., & Webster, C. (2016). Impacts of the entry of the Autonomous Republic of Crimea into the Russian Federation on its tourism industry: An exploratory study. Tourism Management, 54, 162–169. https://doi.org/10.1016/j.tourman.2015.10.016

Kiptenko, V., Lyubitseva, O., Malska, M., Rutynskiy, M., Zan'ko, Y., & Zinko, J. (2017). Geography of Tourism of Ukraine. In K. Widawski & J. Wyrzykowski (Eds.), The Geography of Tourism of Central and Eastern European Countries (pp. 509–551). Springer International Publishing. https://doi.org/10.1007/978-3-319-42205-3_13

Lozynskyy, R. M., & Kushniruk, H. V. (2020). Dynamics and geographical structure of inbound tourism in political transit countries: case of Ukraine. Journal of Geology, Geography and Geoecology, 29(2), 335–350. https://doi.org/10.15421/112030

Sass, E. (2020). The impact of eastern Ukrainian armed conflict on tourism in Ukraine. GeoJournal of Tourism and Geosites, 30(2 supplement), 880–888. https://doi.org/10.30892/gtg.302spl14-518

Tomczewska-Popowycz, N., & Quirini-Popławski, Ł. (2021). Political Instability Equals the Collapse of Tourism in Ukraine? Sustainability, 13(8), 4126. https://doi.org/10.3390/su13084126

Webster, C., Ivanov, S. H., Gavrilina, M., Idzhylova, K., & Sypchenko, L. (2017). Hotel Industry's Reactions to the Crimea Crisis. E-Review of Tourism Research, 4(1–2), 57–71.

Claire Roe, Eleni Michopoulou and Kathleen McIlvenna

Co-creating tourism and world heritage destination resilience: A stakeholder approach

This conceptual paper examines how co-creating a sense of place could increase the resilience of world heritage sites. It considers how concepts of tourism stakeholder management and heritage co-creation methodologies could combine to benefit local stakeholders, visitors and heritage organisations.

Place making, as defined by (Lew, 2017), is a key concept for tourism which demonstrates how destination identities can be deliberately crafted to meet visitor expectations. (Alderman, Benjamin, & Schneider, 2012; Chen, 2018; Jiayu, Yerin, Eunmi, Jin-Young, & Chulmo, 2021; Rofe, 2013; Winter, 2016) However, place making can also be shaped organically by local communities and location uniqueness. (Delconte, Kline, & Scavo, 2016; Han, Kim, Lee, & Kim, 2019; Hultman & Hall, 2012) This reflects a shift in focus for heritage sites over the last two decades, with a growing awareness that heritage is not just physical objects and spaces, but the stories and practices that accompany them. (International Council on Monuments and Sites, 2008; UNESCO, 2003). World Heritage Sites (WHSs) often reveal inconsistencies in their community engagement strategies, restricting their success and resulting in resistance from residents towards heritage development. (New Lanark WHS, 2019; Saltaire World Heritage Centre, 2013, 2014).

Sense of place however, is personal, rooted in action and reinforced by repetition. It is a dialogue between a place and a person that can be influenced by many things – fan culture, active hobbies, a need for belonging, a need to escape everyday life (Allan, 2016; Correia Loureiro, 2014; Romain, Jean-Marc, & Denis, 2016). In the UK this has been recently explored through Spirit of Place initiatives developed by the National Trust. (The National Trust, 2021). Research by Amsden, Stedman, and Kruger (2011) reveals how the intertwining of place attachment and community result in 'sense of place.' Tourism literature, however, has mainly focussed on how resident place attachment can benefit tourist destinations and visitors, without exploring its potential for forming strong communities. (Correia Loureiro, 2014; Hartman, Parra, & de Roo, 2019; Sofield, Guia, & Specht, 2017).

Hence, the co-creation of sense of place between tourism, world heritage and local stakeholders could strengthen world heritage site identity whilst simultaneously increasing engagement. Tourism stakeholder management concepts have significant parallels with heritage co-creation projects as multiple stakeholders are required for the success of both (Fatorić & Seekamp, 2019; Roberts & Kelly, 2019; Schuttenberg & Guth, 2015; Simon et al., 2016; Surasak, 2020). Whilst tourism focusses on the outputs of co-created experiences, heritage uses co-creation as a methodology that can instigate the regeneration and facilitate social change through the building of community networks. (Clark et al., 2017; Courtney, 2018; Daldanise, 2016; Ellis, 2017; Fatorić & Seekamp, 2019; Jones, Jeffrey, Maxwell, Hale, & Jones, 2018; Roberts & Kelly, 2019).

There is evidence across both disciplines which supports bottom-up, multi-stakeholder approaches to create resilient, and culturally responsible, sustainable heritage destinations. Developing a strategy for integrating resident sense of place with WHS objectives could help generate sustainable tourism and resilience in the future. This has implications for heritage site management, as harnessing local community sense of place to market world heritage sites could relieve pressure on under-funded cultural organisations by retaining their unique cultural attributes whilst simultaneously generating stewardship and support amongst residents.

Keywords: World Heritage; Tourism; Resilience; Stakeholders; Place making; Sense of place

References:
Alderman, D. H., Benjamin, S. K., & Schneider, P. P. (2012). Transforming Mount Airy into Mayberry: Film-Induced Tourism as Place-Making. Southeastern Geographer, 52(2), 212-239. doi:10.1353/sgo.2012.0016

Allan, M. (2016). Place Attachment and Tourist Experience in the Context of Desert Tourism – the Case of Wadi Rum. Czech Journal of Tourism: Journal of Masaryk University, 5(1), 35-52. doi:10.1515/cjot-2016-0003

Amsden, B., Stedman, R., & Kruger, L. (2011). The Creation and Maintenance of Sense of Place in a Tourism-Dependent Community. LEISURE SCIENCES, 33(1), 32-51. Retrieved from https://ezproxy.derby.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=s3h&AN=57379171&site=eds-live

Chen, C.-Y. (2018). Influence of celebrity involvement on place attachment: role of destination image in film tourism. Asia Pacific Journal of Tourism Research, 23(1), 1-14. doi:10.1080/10941665.2017.1394888

Clark, J., Laing, K., Leat, D., Lofthouse, R., Thomas, U., Tiplady, L., & Woolner, P. (2017). Transformation in interdisciplinary research methodology: the importance of shared experiences in landscapes of practice. International Journal of Research & Method in Education, 40(3), 243-256. doi:10.1080/1743727X.2017.1281902

Correia Loureiro, S. M. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. International Journal of Hospitality Management, 40, 1-9. doi:10.1016/j.ijhm.2014.02.010

Courtney, R. A. (2018). Network governance in the heritage ecology. Journal of Management & Governance, 22(3), 689-705. doi:10.1007/s10997-017-9399-z

Daldanise, G. (2016). Innovative Strategies of Urban Heritage Management for Sustainable Local Development. Procedia - Social and Behavioral Sciences, 223, 101-107. doi:10.1016/j.sbspro.2016.05.318

Delconte, J., Kline, C. S., & Scavo, C. (2016). The impacts of local arts agencies on community placemaking and heritage tourism. Journal of Heritage Tourism, 11(4), 324. Retrieved from https://ezproxy.derby.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=117420414&site=eds-live

Ellis, R. (2017). Heritage and Stigma. Co-producing and communicating the histories of mental health and learning disability. MEDICAL HUMANITIES, 43(2), 92-98. doi:10.1136/medhum-2016-011083

Fatorić, S., & Seekamp, E. (2019). Knowledge co-production in climate adaptation planning of archaeological sites. Journal of Coastal Conservation (Springer Science & Business Media B.V.), 23(3), 689-698. doi:10.1007/s11852-019-00698-8

Han, J. H., Kim, J. S., Lee, C.-K., & Kim, N. (2019). Role of place attachment dimensions in tourists' decision-making process in Cittáslow. Journal of Destination Marketing & Management, 11, 108-119. doi:10.1016/j.jdmm.2018.12.008

Hartman, S., Parra, C., & de Roo, G. (2019). Framing strategic storytelling in the context of transition management to stimulate tourism destination development. Tourism Management, 75, 90-98. doi:10.1016/j.tourman.2019.04.014

Hultman, J., & Hall, C. M. (2012). Tourism place-making: Governance of Locality in Sweden. Annals of Tourism Research, 39(2), 547-570. doi:10.1016/j.annals.2011.07.001

International Council on Monuments and Sites, I. (2008). QUÉBEC DECLARATION ON THE PRESERVATION OF THE SPIRIT OF PLACE Retrieved from https://www.icomos.org/quebec2008/quebec_declaration/pdf/GA16_Quebec_Declaration_Final_EN.pdf

Jiayu, Z., Yerin, Y., Eunmi, K., Jin-Young, K., & Chulmo, K. (2021). Sustainable Tourism Cities: Linking Idol Attachment to Sense of Place. Sustainability, 13(2763), 2763-2763. doi:10.3390/su13052763

Jones, S., Jeffrey, S., Maxwell, M., Hale, A., & Jones, C. (2018). 3D heritage visualisation and the negotiation of authenticity: the ACCORD project. International Journal of Heritage Studies, 24(4), 333-353. doi:10.1080/13527258.2017.1378905

Lew, A. A. (2017). Tourism planning and place making: place-making or placemaking? Tourism Geographies, 19(3), 448-466. doi:10.1080/14616688.2017.1282007

New Lanark WHS. (2019). Management Plan 2019 - 2024. Retrieved from file:///C:/Users/clair/AppData/Local/Temp/MicrosoftEdgeDownloads/07d1a11e-eb76-4a92-b866-fffbc2211d1f/mgmt429-20190627-en.pdf

Roberts, A., & Kelly, G. (2019). Remixing as Praxis: Arnstein's Ladder Through the Grassroots Preservationist's Lens. Journal of the American Planning Association, 85(3), 301-320. doi:10.1080/01944363.2019.1622439

Rofe, M. W. (2013). Considering the Limits of Rural Place Making Opportunities: Rural Dystopias and Dark Tourism. Landscape Research, 38(2), 262-272. doi:10.1080/01426397.2012.694414

Romain, R., Jean-Marc, A., & Denis, A. (2016). Sense of Place in Tourism and Leisure: the Case of Touring Skiers in Quebec. Almatourism, 7(13), 79-94. doi:10.6092/issn.2036-5195/5996

Saltaire World Heritage Centre. (2013). Saltaire Period Reporting - Second Cycle. Retrieved from file:///C:/Users/clair/AppData/Local/Temp/MicrosoftEdgeDownloads/91045eff-2799-497b-84b4-684da9d81464/PR-C2-S2-1028.pdf:

Saltaire World Heritage Centre. (2014). Saltaire World Heritage Site Management Plan 2014. Retrieved from https://www.bradford.gov.uk/media/3341/saltaire-world-heritage-site-management-plan2014-v2.pdf

Schuttenberg, H. Z., & Guth, H. K. (2015). Seeking our shared wisdom: a framework for understanding knowledge coproduction and coproductive capacities. Ecology & Society, 20(1), 226-236. doi:10.5751/ES-07038-200115

Simon, C., Martyn, H., Katherine, L., James, O., John, P., John, C., . . . Phil, H. (2016). Co-curate: Working with Schools and Communities to Add Value to Open Collections. Journal of Interactive Media in Education, 2016(1). doi:10.5334/jime.414

Sofield, T., Guia, J., & Specht, J. (2017). Organic 'folkloric' community driven place-making and tourism. Tourism Management, 61, 1-22. doi:10.1016/j.tourman.2017.01.002

Surasak, K. (2020). Community development and propulsion mechanism with the sustainability and co-creation: Sawankhalok master plan for tourism activities in world heritage areas of historical districts Sukhothai – Si Satchanalai and Kamphaeng Phet. Cogent Arts & Humanities, 7(1). doi:10.1080/23311983.2020.1832307

The National Trust. (2021). The National Trust - Conservation Principles. Retrieved from https://nt.global.ssl.fastly.net/documents/conservation-principles.pdf

UNESCO. (2003). Text of the Convention for the Safeguarding of the Intangible Cultural Heritage. Retrieved from https://ich.unesco.org/en/convention

Winter, C. (2016). Tourism and Making the Places after War: The Somme and Ground Zero. Almatourism, 7(5), 26-43. doi:10.6092/issn.2036-5195/6380

Elecia Bethune, Dimitrios Buhalis and Lee Miles

Destination resilience: Developing tourism crisis response through smartness

Resilience encapsulates a dynamic process that is developed based on the interconnectedness of multiple stakeholders to produce a system-wide response in the face of uncertainty. It demonstrates “the ability of a system/organization to react to and recover from disturbances at an early stage with minimal effect on the dynamic stability of the system” (Hollnagel et al., 2006, p. 16). The exploration of tourism systems cannot be done without a fundamental understanding of complexity (Jakulin, 2017); as inherent to tourism is the continuous interface of organizations, events and people across a number of subsystems (Aliperti et al., 2019). Systems thinking includes the guidance of human-centred designs through systems thinking and methodology for complex, multi-stakeholder and multi-systems (Jones, 2017). Another layer of complexity is added when technology and digitization of processes are introduced.

The fields of Crisis Management and Destination Management have co-existed within many destinations, but the need for a harmonious integration and a commitment to a smart system approach/smartness is becoming more evident. While the nexus between the two fields is emergent, a foundational grounding from a strategic and operational nexus must take place for smartness to be demonstrated. Within this context tourism has to be explored as a multi-stakeholder system, operating within a dynamic and uncertain environment where non-linear approaches are not the best fit. It is within this context that innovation positions itself as part of the toolkit that is required to charting a new approach to the seamless integration of crisis management, crisis response destination resilience.

Innovation has been historically associated part of the creative process of humans, and usually engaged when uncertainty exists. It can be twinned with the concept of intelligence, which is interpreted as moving from the exclusive function of the brain to an understanding that intelligence is now as a result of a symbiotic relationship between the thinking centre, the body and its environment (Voyatzaki, 2018). This construct can be applied to systems and supported by the human and social capital of the system. Intelligence addresses the high capacity for learning and innovation and is inextricably linked to the knowledge creation and management, the creativity of the population and solving new problems (Harrison et al., 2010; Komninos, 2006) which is inherent within the operating environment of crisis and disasters. Innovation can be best facilitated within the context of collective intelligence and presents a successful blueprint to shape models and solutions to multi-agent problems (Chmait et al., 2016). It is reliant on the leveraging the collaboration and social capital within a city’s organization and institutions, its resources including the creativity of its people, knowledge sharing learning and their technologies which increases innovation (Harrison et al., 2010; Komninos, 2018).

Tourism exists within this nuanced state of perpetual resilience and sensemaking seeking to balance proactivity and reactivity in an uncertain environment- the edge of chaos. Speakman (2014) purports that “In between chaos and stability, organisations can operate as complex adaptive systems. If they become too chaotic, they can disintegrate, but if they operate too far from the edge of chaos, they are in danger of ceasing to exist. At the ‘edge of chaos’ they are at their most innovative, flexible and adaptive’.” However, the nuance of uncertainty requires that real time/agility and innovation has to be embedded as part of the strategic and operational approaches to enable the speed and agility required in the responsiveness of the system.

The role of collective intelligence as part of the development of innovation will be explored through the initial findings of a case study on Jamaica. The case study is part of a wider research on the use of a smart systems approach to advancing destination resilience within the context of crisis and disaster. Thematic analysis of documents and Semi-structured interviews of key stakeholders in the Jamaican tourism industry were the research methods undertaken. It is the proposition of this article that a commitment to innovation/innovative thinking forms part of the environment for Real Time Response (Bethune et al., 2022).

Keywords: Real Time Response; Innovation; Tourism Crisis Response; Destination Resilience

References:

Aliperti, G., Sandholz, S., Hagenlocher, M., Rizzi, F., Frey, M., & Garschagen, M. (2019). TOURISM, CRISIS, DISASTER: AN INTERDISCIPLINARY APPROACH. Annals of Tourism Research, 79, 102808. https://doi.org/https://doi.org/10.1016/j.annals.2019.102808

Bethune, E., Buhalis, D., & Miles, L. (2022). Real time response (RTR): Conceptualizing a smart systems approach to destination resilience. Journal of Destination Marketing & Management, 23, 100687. https://doi.org/https://doi.org/10.1016/j.jdmm.2021.100687

Chmait, N., Dowe, D. L., Li, Y.-F., Green, D. G., & Insa-Cabrera, J. (2016). Factors of collective intelligence: How smart are agent collectives? IOS Press. https://doi.org/10.3233/978-1-61499-672-9-542

Harrison, C., Eckman, B., Hamilton, R., Hartswick, P., Kalagnanam, J., Paraszczak, J., & Williams, P. (2010). Foundations for smarter cities. IBM Journal of research and development, 54(4), 1-16.

Hollnagel, E., Woods, D. D., & Leveson, N. (2006). Resilience engineering: Concepts and precepts. Ashgate Publishing, Ltd.

Jakulin, T. J. (2017). Systems Approach to Tourism: A Methodology for Defining Complex Tourism System. Organizacija, 50(3), 208-215. https://doi.org/https://doi.org/10.1515/orga-2017-0015

Jones, P. (2017). The Systemic Turn: Leverage for World Changing. She Ji: The Journal of Design, Economics, and Innovation, 3(3), 157-163. https://doi.org/10.1016/j.sheji.2017.11.001

Komninos, N. (2006). The architecture of intelligent cities. Intelligent Environments, 6, 53-61.

Komninos, N. (2018). Architectures of intelligence in smart cities: pathways to problem-solving and innovation. Editorial Board, 6(1), 17-35.

Speakman, M. K. (2014). Perspectives on destination crisis management in the UK and Mexico: conventional crisis models and complexity theory.

Voyatzaki, M. (2018). Editorial, Architectures Of Intelligence In Smart Cities- Pathways To Problem -Solving And Innovation. (11).

Sheevun Di Guliman, Berlyn TeaÑo, Stephen Fajardo, Felipe Lula Jr., Donnavic Dumapias and Tressa Maye Pendang

Strengthening the financial performance of the hospitality and tourism industry amidst a disrupted business environment: Is resiliency vital?

The hospitality and tourism (H&T) industry is one of the important global employers and widely accepted in literature to have contributed largely to a country's economic growth through direct and indirect channels. Nonetheless, the Coronavirus (Covid–19) pandemic changed the face and fate of many industries, including the H&T industry. With the escalating adverse effects to the economies of most countries, calls for research relating to the H&T industry in the time of Covid–19 pandemic have burgeoned (Sigala, 2020) and became crucial. Guided by the entrepreneurial resilience model, the main objective of this study is to probe whether the enterprise' planned and adaptive resilience affected the financial performance of H&T enterprises. This study covered the top three destinations in Northern Mindanao, Philippines, in terms of foreign travelers and among the top destinations in the region for domestic travelers as of 2019 (DoT, 2020). Due to the Philippine Data Privacy Act of 2012 and the restrictions imposed by the Philippine government because of the Covid-19 pandemic, the study made use of non-probabilistic sampling. The study involved 315 respondents, which met the minimum sample size using Cochran formula for small population, and proportionally distributed based on the size of each selected area. Moreover, the respondents of this study were limited to owners or key decision–makers of registered micro, small and medium enterprises (MSMEs) that have been in operation since 2018 or earlier in the sectors of (a) food and beverage service activities; (b) accommodation; (c) travel agency, tour operator and related activities; and (d) amusement and recreation.

After controlling for firm size, based on number of employees, and type of H&T sector, results of the PLS–SEM showed that planned resilience is positively related to adaptive resilience at 99% confidence level, but the former is not related to financial performance, which supports the findings of Prayag et al. (2018). However, this study found a negative relationship between adaptive resilience and financial performance at 95% confidence level, which is in contrast to the results of Prayag et al. (2018) and Sobaih et al. (2021). The results indicated that even if enterprises have high adaptive resilience, financial performance is still low, implying that the web of negative effects of the Covid–19 pandemic is massive and necessitates a longer period of recovery even after the pandemic (Sigala, 2020). The results of the study appear to support the notion of Gursoy and Chi (2020) that the magnitude of the devastating effect of Covid–19 pandemic on the micro and macroeconomic indicators is unrivaled in contrast to prior crises. This paper also examined if there are differences in the relationships of planned and adaptive resilience to financial performance based on gender. Results of PLS–Multi Group Analysis showed that the relationship between adaptive resilience and financial performance is positive and significantly higher for males as compared to females. Meanwhile, the relationship between planned resilience and financial performance is significantly lower for males as compared to females.

In summary, the findings of this paper further the scholars and policymakers' understanding of how Covid–19 pandemic severely affected the financial performance of H&T enterprises even for those with high adaptive resilience, suggesting that much remains to be done for the long run recovery of the H&T industry. Lastly, to contribute to the limited knowledge regarding the role of gender in organizational resilience and financial performance studies, the results of the study also implied that the aspects of organizational resilience differ by gender. This suggests that in strengthening the financial performance of H&T enterprises, policies and programs may also focus on improving the aspects of organizational resilience based on gender.

Keywords: Adaptive resilience; covid–19; financial performance; hospitality and tourism; planned resilience

References:

Data Privacy Act of 2012, https://www.privacy.gov.ph/data-privacy-act/#1

Department of Tourism. (2020, June 25). Regional distribution of overnight travelers in accommodation establishments (January to December 2019): Partial report. http://www.tourism.gov.ph/Tourism_demand/RegionalTravelers2019.pdf

Gursoy, D. & Chi, C.G. (2020). Effects of COVID-19 pandemic on hospitality industry: Review of the current situations and a research agenda. Journal of Hospitality Marketing & Management, 29(5), 527–529. https://doi.org/10.1080/19368623.2020.1788231

Prayag, G., Chowdhury, M., Spector, S., & Orchiston, C. (2018). Organizational resilience and financial performance. Annals of Tourism Research, 73, 193-196. https://doi.org/10.1016/j.annals.2018.06.006

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. Journal of Business Research, 117, 312–321. https://doi.org/10.1016/j.jbusres.2020.06.015

Sobaih, A. E. E., Elshaer, I., Hasanein, A. M., & Abdelaziz, A. S. (2021). Responses to COVID-19: The role of performance in the relationship between small hospitality enterprises' resilience and sustainable tourism development. International Journal of Hospitality Management, 94. https://doi.org/10.1016/j.ijhm.2020.102824

Tomas Saralegui

The impact of P2P accommodation on pre-pandemic tourism demand: Has it just been substitution?

The sharing economy has experienced a singular rise in the last decade, disrupting many industries and in particular the tourism industry. The SE is still emerging as a field of research and, as a result of its novelty and peculiarities, has become a difficult concept to delimit and define (Acquier et al, 2019). To the effect of this research a broad definition is considered, understanding the SE as the business models where, employing a platform, consumers gain temporary access to goods or services often provided by individuals (European Commision, 2016). The SE in the accommodation sector takes the form of peer-to-peer (P2P) trading (Dolnicar, 2020).

Current discussions on this topic frequently focus on the impact of the SE in the hotel industry, pointing out that the SE has indubitably acted as a substitute for hotel services (Falk and Yang, 2020; Guttentag and Smith, 2017; Zervas et al, 2017). However, other perspectives on this phenomenon suggest that because of the positive spillover effects of the SE in the hosting ecosystems, such as labour creation (Fang et al, 2016) and local restaurants revenue (Basuroy et al, 2020), the SE might have in fact fostered tourism demand. Surprisingly enough, there is a gap in the literature studying the impact of the SE on international tourist flows.

The objective of this research is to examine whether the SE, in the form of P2P accommodation, has gone further than merely acting as a substitute for hotel services and fostered international tourism, and if so, to which extent.

The main hypothesis is that the emergence of P2P accommodation platforms has contributed to increasing tourism flows. This hypothesis is based on three observations. First, In their participation in the SE, local communities are directly extending the receptive capacity of destinations globally (Ferreira et al, 2020). Second, they are lowering costs for travel services (Sthapit et al, 2019), both by offering a lower price than hotels and by increasing competition (Önder et al, 2018). Last, these local SE communities are seizing the consumers changing tastes, offering an authentic local experience and interaction travellers hardly had access to before (Guttentag et al, 2018; Paulauskaite et al, 2017; Tussyadiah and Pesonen, 2016).

Previous research has likewise confirmed tourism demand elasticity towards other innovations, such as the creation of the eurozone (Gil et al, 2006) and the emergence of low-cost carriers in the aviation industry (Rey et al, 2010). Following these papers, this research applies a gravitational model to analyze international tourism demand. This is executed by the means of different dynamic data-panel and random effects GLS panel models. The research is delimited to Spain, the second-largest worldwide touristic economy. The cross-section feature of the panel data is provided by the countries of origin of the tourist flows. The time series component ranges from 2006Q1, previously to the emergence of the SE, up to 2019Q4, due to the impact of the COVID-19 pandemic in the tourism industry. The model includes the most relevant tourism demand drivers (Song et al, 2009), such as income, population, real exchange rate, among others. Additionally, it includes a specific variable to represent the interest in the demand markets on the P2P economy. This is obtained through the Google Trends tool that provides insight into Google's Big Data for the interest in the SE in the specified regions. This data source is increasingly being employed in economic analysis (Jun et al, 2018) and is proven to be of great utility to tourism demand forecasting studies (Emili et al, 2020; Volchek et al, 2019).

The results for the estimations in all four models show a significant and positive coefficient for the impact of the SE on tourism demand. The interpretation of the results is that the SE is responsible for the growth rate on the international tourist arrivals to Spain in the range of a significant 1.39% to 2.58%. It is concluded that, despite its substitution effect on the hotel industry, the SE has cherished growth in tourism demand.

This research intends to contribute to the academic literature by deepening into the ongoing discussion on the SE and in particular, providing evidence on the impact of the SE on tourism demand.

Keywords: P2P accommodation; Tourism demand; Sharing economy; Panel data

References:
Acquier, A., Carbone, V. & Massé, D. (2019). How to Create Value(s) in the Sharing Economy: Business Models, Scalability and Sustainability, Technology Innovation Management Review, 9(2), 5-24. https://doi.org/10.22215/timreview/1215

Basuroy, S., Kim, Y. & Proserpio, D. (2020). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. Advance online publication. https://doi.org/10.2139/ssrn.3516983

Dolnicar, S. (2020). Sharing economy and peer-to-peer accommodation – a perspective paper, Tourism Review 76(1), 34-37. https://doi.org/10.1108/TR-05-2019-0197

Emili, S., Gardini, A. & Foscolo, E. (2020). High spatial and temporal detail in timely prediction of tourism demand, International Journal of Tourism Research. Advance online publication. https://doi.org/10.1002/jtr.2348

European Commision (2016). A European agenda for the collaborative economy, Retrieved June 20, 2020, from https://ec.europa.eu/transparency/regdoc/rep/1/2016/EN/1-2016-356-EN-F1-1.PDF

Falk, M. T. & Yang, Y. (2020). Hotels benefit from stricter regulations on short-term rentals in European cities, Tourism Economics. Advance online publication. https://doi.org/10.1177/1354816620918769

Fang, B., Ye, Q. & Law, R. (2016). Effect of sharing economy on tourism industry employment, Annals of Tourism Research, 57, 264–267. https://doi.org/10.1016/j.annals.2015.11.018

Ferreira, J. P., Ramos, P. N. & Lahr, M. L. (2020). The rise of the sharing economy: Guesthouse boom and the crowding-out effects of tourism in Lisbon, Tourism Economics, 26(3), 389–403. https://doi.org/10.1177/1354816619839849

Gil Pareja, S., Llorca Vivero, R. & Martínez Serrano, J. A. (2007). The Effect of EMU on Tourism, Review of International Economics, 15(2), 302–312. https://doi.org/10.1111/j.1467-9396.2006.00620.x

Guttentag, D. & Smith, S.L.J. (2017). Assessing Airbnb as a disruptive innovation relative to hotels: Substitution and comparative performance expectations, International Journal of Hospitality Management, 64), 1–10. https://doi.org/10.1016/j.ijhm.2017.02.003

Guttentag, D., Smith, S., Potwarka, L. & Havitz, M. (2018). Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study, Journal of Travel Research, 57(3), 342–359. https://doi.org/10.1177/0047287517696980

Jun, S. P., Yoo, H.S. & Choi, S. (2018). Ten years of research change using Google Trends: From the perspective of big data utilizations and applications, Technological Forecasting and Social Change, 130), 69–87. https://doi.org/10.1016/j.techfore.2017.11.009

Paulauskaite, D., Powell, R., Coca-Stefaniak, J. A. & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy, International Journal of Tourism Research, 19(6), 619–628. https://doi.org/10.1002/jtr.2134

Rey, B., Myro, R. & Galera, A. (2011). Effect of low-cost airlines on tourism in Spain. A dynamic panel data model, Journal of Air Transport Management, 17(3), 163–167. https://doi.org/10.1016/j.jairtraman.2010.12.004

Song, H., Witt, S. & Li, G. (2009). The advanced econometrics of tourism demand. Routledge, New York, NY.

Sthapit, E., Del Chiappa, G., Coudounaris, D. N. & Bjork, P. (2019). Determinants of the continuance intention of Airbnb users: consumption values, co-creation, information overload and satisfaction, Tourism Review, 75(3), 511-531. https://doi.org/10.1108/TR-03-2019-0111

Önder, I., Weismayer, C. & Gunter, U. (2018). Spatial price dependencies between the traditional accommodation sector and the sharing economy, Tourism Economics, 25(8), 1150–1166. https://doi.org/10.1177/1354816618805860

Tussyadiah, I. P. & Pesonen, J. (2016). Impacts of Peer-to-Peer Accommodation Use on Travel Patterns, Journal of Travel Research, 55(8), 1022–1040. https://doi.org/10.1177/0047287515608505

Volchek, K., Liu, A., Song, H. & Buhalis, D. (2019). Forecasting tourist arrivals at attractions: Search engine empowered methodologies, Tourism Economics, 25(3), 425–447. https://doi.org/10.1177/1354816618811558

Zervas, G., Proserpio, D. & Byers, J. W. (2017). The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry, Journal of Marketing Research, 54(5), 687–705. https://doi.org/10.1509/jmr.15.0204

Fani Efthymiadoy and Anna Farmaki

Peer-to-peer accommodation hosting as a means of empowerment: Perspectives of women Airbnb hosts

Intro

In the last decade peer-to-peer (P2P) accommodation platforms experienced a rapid growth, with Airbnb representing the poster child of the sector. The phenomenal expansion of the sector was such that P2P accommodation has been characterised as a disruptive innovation in the tourism and hospitality industries (Guttentag, 2015; Zach, Nicolau & Sharma, 2020) that may yield significant economic and social benefits to its users. For instance, Airbnb may offer a convenient, value for money accommodation option for travellers whilst allowing them to interact with hosts (Lee, 2022; Tussyadiah, 2016). Likewise, hosting on Airbnb may provide entrepreneurial opportunities, financial gains and opportunities for socialization for hosts (Farmaki & Kaniadakis, 2020; Lampinen & Cheshire, 2016).

Despite the burgeoning number of studies on Airbnb user perspectives, little is known of the views of women users of the platform and especially hosts (Farmaki, 2019). This is surprising as women represent 56% of Airbnb hosts (Airbnb, 2019). The platform proudly proclaims that it contributes to women empowerment as through hosting they can gain several economic and social benefits. Nonetheless, insofar there is no study examining women empowerment of Airbnb female hosts. To respond to this gap in the research, this study examines the perceptions of women Airbnb hosts in terms of the attainment of empowerment through the hosting practice. In so doing, we draw from Kabeer's (1999) women empowerment framework which acknowledges empowerment as a dynamic process requiring resources (e.g. financial, social support) and agency (capacity to make decisions) in order to achieve desired outcomes.

Methodology

This study adopted a qualitative approach to examine the perspectives of Airbnb women hosts in terms of women empowerment through hosting. Specifically, we examined women host perceptions of the resources required for hosting, their motives for hosting on the platform, the role of the platform in women empowerment and the benefits expected to be gained through the activity of hosting in relation to the five dimensions of women empowerment (economic, social, political, educational and psychological). Overall, 30 interviews were conducted with women Airbnb hosts located in Greece that were purposively selected in accordance to their experience and active role on the platform. Greece provides an interesting context as it is a developed country that, nonetheless, has been plagued with economic instability and uncertainty (Papatheodorou & Pappas, 2017). To analyse the data, thematic analysis method was used (Braun & Clarke, 2006) whereby meanings (themes) within the data were identified and analysed using Nvivo 12.

Findings

Qualitive analysis revealed two main categories of women hosts, professional hosts who did not necessarily owned property but managed multiple listings and non-professionals who owned properties and decided to exploit the available space through hosting. Therefore, the ownership of property as a key resource needed for hosting is not a prerequisite for women empowerment through hosting. Moving on, both professional and non-professional women hosts identified both economic and social benefits as motives for hosting, highlighting the flexibility that the activity offers them as important. In accordance to women empowerment through hosting, women views varied as not all of the five dimensions of women empowerment seem to be equally achieved by professional and non-professional hosts. For instance, women claimed that hosting made them feel independent as they gained extra money to cover their needs, support their family and invest in future entrepreneurial opportunities. However, some non-professional hosts stated that they are already empowerment by their primary occupation for which they may require a form of higher education. Furthermore, while social empowerment was recognised as an outcome for most women, some claimed that the negative image that Airbnb has in their community has adverse effects on their social position. In addition, professional women hosts seem to have a more proactive role in achieving political and educational empowerment than non-professional hosts by getting involved in local tourism decision-making and participating in educational seminars and workshops. Last, most women hosts claimed that they received psychological empowerment from hosting (e.g., confidence, joy) even though a few hosts stated that hosting causes them anxiety as they want guest to feel satisfied.

In terms of the role of the platform, women said that they didn't feel special treatment or assistance was given to women hosts. Although no problems were reported regarding hosting, women suggested that the COVID-19 pandemic created challenges for them that some women hosts attempted to overcome. For example, they didn't wait for booking requests to come from the platform but sought to find hosts from alternative routes such as their network. As such, study findings offer significant theoretical and practical implications that contribute to existing knowledge of the resilience tactics of women in hospitality in empowering themselves, especially at times of uncertainty.

Keywords: Women Empowerment; Peer To Peer Accommodation; Qualitive Anaylisis

References:

Airbnb (2019). Women hosts are leading the way on Airbnb. (Accessed on 15 October 2019) Available at: https://news.airbnb.com/women-hosts-are-leading-theway-on-airbnb/

Braun,V. & Clarke,V. (2006) Using thematic analysis in psychology, Qualitative Research in Psychology, 3(2), 77-101.

Farmaki, A. (2019). Women in Airbnb: A neglected perspective. Current Issues in
Tourism, 1-5.

Farmaki, A., & Kaniadakis, A. (2020). Power dynamics in peer-to-peer accommodation: insights from Airbnb hosts. International Journal of Hospitality Management, 89, 102571.

Guttentag, D. (2015). Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. Current issues in Tourism, 18(12), 1192-1217.

Kabeer, N. (1999). Resources, agency, achievements: Reflections on the measurement of women's empowerment. Development and change, 30(3), 435-464.

Lampinen, A., & Cheshire, C. (2016, May). Hosting via Airbnb: Motivations and financial assurances in monetized network hospitality. In Proceedings of the 2016 CHI conference on human factors in computing systems (pp. 1669-1680).

Lee, C. (2022). How guest-host interactions affect consumer experiences in the sharing economy: New evidence from a configurational analysis based on consumer reviews. Decision Support Systems, 152, 113634.

Papatheodorou, A., & Pappas, N. (2017). Economic recession, job vulnerability, and tourism decision making: A qualitative comparative analysis. Journal of Travel Research, 56(5), 663-677.

Tussyadiah, I. (2016). Factors of satisfaction and intention to use peer-to-peer accommodation. International Journal of Hospitality Management, 55, 70-80.

Zach, F. J., Nicolau, J. L., & Sharma, A. (2020). Disruptive innovation, innovation adoption and incumbent market value: The case of Airbnb. Annals of Tourism Research, 80, 102818

Ian Elsmore, Richard Cooper and Kate McCarthy

Off road and riding towards recovery: COVID-19 and the UK Gravel Bike event industry

This paper looks at how small-scale event organisers survived the effect of the Covid-19 Pandemic. To do so research was conducted with the organisers of Gravel cycling events in the UK. Although a smaller 'scene' than its American counterpart, gravel events in the UK had enjoyed significant growth in the years leading up to the pandemic. Essentially an amalgamation of mountain biking and road cycling (Hoor, 2020), gravel bike events offer a less regulated and varied sporting challenge synonymous with an inclusive and relaxed culture that appeals to a diverse selection of participants (Mazzucchi, 2020) seeking an alternative to the unwelcoming, mainstream, regulated cycle sport associated with serious leisure enthusiasts (Herman, 2015, O'Connor & Brown, 2007).

In America Gravel cycling as a phenomenon looked as if it would continue growing in strength in 2020 (Rogers, 2020) with all 2500 places for a mass participation event in Steamboat Springs, Colorado, selling out in 22 minutes (Delany, 2020). On a smaller scale the popularity of similar events also continued to grow in the UK, as evidenced by entries for the Dirty Reiver in Northumberland. There were 356 entries for this event in 2016 which had grown to 1400 places 2022, which had sold out in days (Dirty Reiver, 2022).

Gravel events such as Dirty Reiver, Grinduro and The Distance (Focal Events, 2018) had become established in the UK prior to the Pandemic and their growth showed no sign of abating, until in March 2020, faced with the worldwide Covid-19 Pandemic, the UK government initiated the first of a series of nationwide lockdowns. With all but essential travel discouraged to control the spread of the virus, the public were no longer able to attend or participate in sporting events (Buehler, 2020). The resulting cancellation, postponement or need to redesign events often at minimal notice (Aarons, 2021), caused significant problems for the events industry. Particularly badly hit were the organisers of relatively small-scale public participation sporting events. With active sport tourists (Lepp & Gibson, 2008) no longer able to travel the organisers of such sporting events found themselves struggling for survival.

The organisers of gravel events found themselves at the forefront of this struggle. Without the support of the economically powerful stakeholders of mega events, the loss of revenue through participant entries sales threatened not only the future of specific events but the organisations that facilitate the events and by extension the whole of the emergent UK gravel cycling scene. Paradoxically the temporary interruption of events coincided with a boom in the sale of 'gravel bikes' as it became the fastest growing sector of the industry (Bourgin, 2021) leaving event organisers with a larger potential market that they were unable to exploit.

With access to suitable locations restricted, the first of four antecedents of a sustainable event identified by Wickham, Donnelly & French (2021), the remaining three of reputation, involvement and infrastructure became increasingly strained. As a new and emerging industry concepts of growth and survival were challenged by the pandemic and this research set out to understand how the nascent gravel bike industry dealt with these issues. As Covid-19 restrictions stared to lift in the summer of 2021, semi-structured interviews (Veal, 2011) were conducted with the organisers of UK gravel bike events.

• The interviews sought their views on how the market had developed before the pandemic, the key characteristics of the events, the participants and their involvement as organisers.
• How they responded as the crisis took hold and what did they do to protect and sustain the events they organised?
• What vision, hope and prospects did they see gravel bike events having as the market reopened?

What the interviews highlighted was the importance of the event organisers knowing their markets and using this knowledge to decipher the needs of their target market, to continue to provide opportunities for participants to experience inclusive challenges. This knowledge acquired through shared experience and values, enabled organisers through their closeness to the market to adapt quickly and responsibly. Through an understanding of shared values, they were able to adapt in ways that helped to maintain the involvement and interest of the participants with tactics such as virtual events, helping to support both the reputation of the brands they had built and the precarious economic position of their businesses. This enabled them to prepare and develop the product and offer a product that is desirable for the increasing number of gravel cyclists looking for an alternative as the sport emerges into a post pandemic position.

Keywords: Covid-19; Business Recovery; Serious Leisure

References:
Aarons, E. (2021) Coronavirus and sport – a list of the major cancellations. The Guardian. Published 6th April 2020. Available at: https://www.theguardian.com/sport/2020/mar/13/coronavirus-and-sport-a-list-of-the-major-cancellations [Accessed 3 September 2021]
Bourgin, E. (2021) RAR Gravel Team Camp 2021 Recap – Radical Adventure Riders. Published July 1st, 2021. Available at https://radicaladventureriders.com/rar-gravel-team-camp-2021-recap [Accessed 6 August 2021]
Buehler, B. (2020) Sports Television and the Continuing Search for Alternative Programming. International Journal of Sport Communication, 13(3), 566-574.
Delany Ben. (2020) The Grind: SBT GRVL collaborates with Ride for Racial Justice for 25 BIPOC entries Velo News online. Published 17 November 2020. Available at: https://www.velonews.com/news/gravel/the-grind-sbt-grvl-collaborates-with-ride-for-racial-justice-for-25-bipoc-entries/ [Accessed 10 August 2021]
Dirty Reiver (2022) 2022 Event now full. ADVNTR. Available from: https://dirtyreiver.co.uk/ [Accessed 1 February 2022]
Focal Events (2018) About Focal Events, Focal Events Available from: https://focal.events/about/ [Accessed 11 August 2021]
Herman, Z. (2015) Serious Leisure and Leisure Motivations Among Self-Identified Cyclists. Journal of Tourism and Hospitality Management, 3(1-2). 32-40
Hoor, M. (2020). The bicycle as a symbol of lifestyle, status and distinction. A cultural studies analysis of urban cycling (sub) cultures in Berlin. Applied Mobilities, 1-18.
Lepp, A., & Gibson, H. (2008). Sensation seeking and tourism: Tourist role, perception of risk and destination choice. Tourism Management, 29(4), 740-750.
Mazzucchi, S. (2020). What Do You Get When You Combine Mountain and Road Biking? Only the Fastest-Growing Sport in the Cycling World. Gear Patrol. Published 14 May 2020. Available from: https://www.gearpatrol.com/outdoors/a705615/off-road-warriors-gravel-biking/ [Accessed 5 September 2021]

O'Connor, J., & Brown, T. (2007). Real cyclists don't race: Informal affiliations of the weekend warrior. International review for the sociology of sport, 42(1), 83-97.

Rogers, N. (2020) Inflection point As gravel racing goes mainstream can it keep its renegade status? Cycling Tips. Published January 20th, 2020. Available from: https://www.gearpatrol.com/outdoors/a705615/off-road-warriors-gravel-biking/ cyclingtips.com/2020/01/inflection-point-as-gravel-racing-goes-mainstream-can-it-retain-its-renegade-status/ [Accessed 8August 2002]

Veal, A. (2011) Research Methods for Leisure and Tourism: A practical guide 4th Ed. Prentice Hall Harlow.

Wickham, M., Donnelly, T., & French, L. (2021). Strategic sustainability management in the event sector. Event Management, 25(3), 279-296.

Cyril Martin-Colonna

Pandemic COVID-19 tourism, governance and community(ies): European-wide longitudinal research on tourism behaviour, between resistance(s) and resilience(s)

The emergence of Covid-19 around the world is a major upheaval in all sectors of society, from the economy to politics to our respective lifestyles. Individual states have seized upon the situation with measures that run counter to contemporary principles of free movement of people. The tourism industry has been permanently affected by this health crisis and the various political and health measures taken over the last 18 months. For Carroué (2020), these restrictions have resulted in the emergence of numerous barriers that have led to an unprecedented collapse of human and material mobility, fragmenting humanity and its life model. This fact only highlights more over the last twenty years that tourism has become one of the economic sectors most marked by the recrudescence of several risks (Khomsi, 2018). Tourism industry stakeholders do not see a return to pre-pandemic levels before 2024 or even 2025 at best (UNWTO, 2021).

Beyond the economic sphere, it is the habits of life that are disrupted by the pandemic and more particularly by the decisions of political and medical decision-makers (Dumont, 2020). These decisions, which can be interpreted as biopolitical in the Foucauldian sense (Foucault, 2020), have an impact on the behaviour of populations and their leisure, professional and personal tourism habits. These measures raise a number of questions about the transformation of travellers' behavioural habits and the dualities between political decisions and lifestyles, health and society, and finally resistance and resilience.

The aim of this research is to build up a corpus of analyses from observations and surveys spread over the covid-19 period (beginning of the epidemic, gradual deconfinements, period of living with the virus, discovery of the vaccine, post-covid period) over a period of 12 to 24 months post-vaccine. This temporal and spatial spread will provide a field of analysis in terms of data, multi-regional and multi-infrastructure comparisons.

In the same vein as Altman (1974) Malterre and Chanteloup (2015), a methodology for observing tourists and their tourism practices has been set up as of summer 2020 in different European tourist areas known as Club Med (Greece, France, Spain, Bosnia-Herzegovina), in just over 50 different tourist structures. The aim of this observation is to better understand the different tourist behaviours and activities following the Covid-19 and in the face of political and health constraints, at different levels of governance (European, state and local) according to a culturalist approach based on the political and socio-cultural diachrony of a single geographical space (the European space) subdivided into as many national spaces.

Keywords: covid-19 pandemic; Resilience; Resistance

References:

Altman, J. (1974). « Observational study of behavior : Sampling methods ». Behaviour, Vol. 49, N°. 3/4 (1974), pp. 227-267.

Carroué, L. (2020). « Mondialisation et démondialisation au prisme de la pandémie de Covid-19. Le grand retour de l'espace, des territoires et du fait politique », Géoconfluences.

Dumont, G-F. (2020). Covid-19 : l'amorce d'une révolution géographique ?. Population & Avenir, 750, 3-3.

Foucault, M. (2004). Naissance de la biopolitique: cours au Collège de France (1978-1979). EHESS Gallimard Seuil.

OMT. (2021). Global guidelines to restart tourism, UNWTO, Madrid, 29p.

Perrin-Malterre, C et L, Chanteloup. (2015). « Observer les pratiques récréatives des touristes : complémentarité des méthodes et des acteurs de l'observation ». Colloque ASTRES " Observer les touristes pour mieux comprendre les tourismes ", Université de la Rochelle; ASTRES, La Rochelle, France.

Cyril Martin-Colonna

The role of tourism of memorial and cultural representation of the past conflict in the post-conflict process: The case of Sarajevo

The wars and conflicts that humanity has faced throughout history have often targeted cities as the epitome of civilisation, the locus of the power of the Other to be annihilated (Baudoui, 2001). Historically, the first centuries of the history of civilisation in Europe show numerous confrontations between cities, centres of power and wealth. The twentieth century marks the peak in terms of urban conflict and destruction (Jebrak, 2010). This destructive reality is not limited to the two world wars; the second half of the twentieth century had its share of urban conflicts in cities as diverse as Dresden, Stalingrad, Hiroshima, Vukovar or Sarajevo (Grünewald, 2013).

The case study of this research focused on the city of Sarajevo, the capital and largest city of Bosnia and Herzegovina, the heart of the Balkan region in South East Europe. Sarajevo is infamous in its contemporary period for the 1425-day siege during the Balkan War between 1992 and 1996, which led to a process of ethnic and cultural cleansing (Council of Europe, 1993). Beyond the conflict that affected the region, it is the process of methodical destruction of the city, its identity and its inter-communal culture that attracts attention. Hall and Danta (1996) do not see this conflict as a conventional civil war, but rather as a series of conflicts with varying territorial ambitions and problems. As a result of the conflict, the city's physiognomy, the multiple heritage resources and the multi-identity vocation of the population were altered. The destruction in Sarajevo does not correspond to a classical destruction of the city, but to the destruction of discursive places in order to 'destroy' the triethnic cohabitation (Tratnjek, 2016).

Before the conflict took place, Sarajevo and Bosnia and Herzegovina were popular tourist destinations. The country and its capital have many cultural, historical, sporting and natural resources, favourable for the redevelopment of a large-scale tourist attraction (Kürşad Özlen and Poturak, 2013). Despite the end of the conflict, an imaginary, even a fantasy, has been created among foreign populations, that of a city and a region in perpetual conflict. The siege of the city has led to the emergence of a new form of tourism for the city, focusing on the memory of the conflict. Within a territory, it can be a tool for the consolidation of cultural unity, the construction or reconstruction of identity, and even the formation or reformation of peoples (Naef, 2012, 2013; Kassouha, 2019). Whether in memorials, museums or guided tours around the remains of war, the presentation and interpretation of this heritage is never neutral. Emotions as different as pride, guilt, hatred, sadness are mixed through the heritage and tourism of the conflict (Naef, 2012, 2013; Kassouha, 2019). In the case of Sarajevo, the cultural diversity of the populations, the latent trauma of the conflict, the ungovernable political system and the difficulty of planning between the different actors of the city and the country, extremely permeated in their respective ethnic interests, makes the post-conflict transition and the process of societal resilience as complex as possible.

This work consists of an inductive study which aims to find out how the process of tourism contributes to the post-conflict urban reconstruction. The general aim of this research is to investigate how the different actors in the city and in tourism contribute to the tourism of the city's conflict memorial representations and to the process of post-conflict reconstruction. The research follows an ethnographic approach to gain a holistic understanding of the city and its case study population. An interpretative analysis of primary documents produced by the city's main actors (institutional, tourism and cultural) was carried out with the intention of collating their discourses on representations of the conflict and urban identity, from a post-conflict tourism perspective.

Keywords: Post-conflict tourism; transition; Resilience of tourism ans society

References:

Baudoui, R (2001). « De la menace atomique aux « conflits de faible intensité » : L'emprise croissante de la guerre sur la ville ». Les Annales de la recherche urbaine, N°91. Villes et guerres. pp. 27-34.

Grunwald, F. (2013). « Guerres en villes et villes en guerre : Crises urbaines et défis humanitaires face aux conflits armés », Urbanités, n°2, 11.

Hall, D & Danta, D. (1996). Tourism and Welfare : Ethics, Responsibility, and Sustained Well-being, oxfordshire, Cabi.

Jebrak, Y(2010). La reconstruction et la résilience urbaine : l'évolution du paysage urbain, Thèse de doctorat en études urbaines, Montréal, Université du Québec à Montréal.

Kassouha, Z.A (2019) « Paysage touristique post-conflit : entre patrimonialisation du conflit et hybridation de l'activité touristique ». Via, N°15, 1-16.

Kursad Özlen, M & Poturak, M., (2013). « Tourism in Bosnia and Herzegovina », Global Business and Economics Research Journal, Vol. 2, num. 6, pp. 13-25.

Naef, PJ., (2012). « Voyage à travers un baril de poudre : Guerre et imaginaire touristique à Sarajevo » Via, Vol.1. pp.1-10.

Naef, PJ., (2013). « Tourisme de mémoire, instrument de paix et/ou de réconciliation » Quand le tourisme questionne la mémoire, Acte du colloque asbl Tourisme autrement.

Tratnjek, B. (2016), « La guerre, la ville et l'économie », dans Olivier KEMPF, Guerre et économie : de l'économie de guerre à la guerre économique, L'Harmattan, Paris, pp.93-121.

Jessica Weston

Solo Travel as a strategy for building resilience

During 2016-2018, Solo travel has increased its net worth from £136.5 million to £189.2 million, suggesting growth in the sector before the COVID-19 pandemic (Worthington, 2020). The general aim of this literature review is to address the barriers to the growth of solo travel and identify the potential areas for growth within the target market as a means of building resilience for both tourism organisations and destinations. Although some Tour Operators are responding to the growth of solo travel with single supplement charges and smaller tour group sizes, there are still barriers preventing the growth of the solo travel market. The identified barriers include; safety, political stability, terrorism, financial concerns and accessibility. Accessibility to destinations has been reduced due to the current COVID-19 pandemic and the restrictions placed by governments. The United Nations World Tourism Organization (UNWTO, 2022) published results showing global tourism had decreased in 2020 by 74% making tourism virtually impossible to access globally. By addressing these barriers, tourism organisations and destinations can diversify their market portfolios, reduce dependencies and build resilience.

Research suggests the key target markets interested in solo travel are females, both millennials and baby boomers. Yang et al (2021) and Bond (1997, p.3) describes how female solo travellers are seeking adventure, social interactions and self-understanding and they represent a “growing and influential market segment.” The growth in female solo travellers over the age of 55 is a specific area for development, with females living longer, having less family responsibilities and increased financial freedom; they are citing the motivations for increased solo travel as the need for freedom, new experiences and transformation. The idea of “sologamy” following the increased divorce rates and acceptance of the self-indulgent “me-economy” has become another focal theme from the literature (Mintel, 2020). The Office of National Statistics (ONS, 2020) states the over 55 singles market has had a rapid growth as divorce rates have increased by 27% from 1.9- 2.4 million, showing the potential growth within the market. Finally, through personalisation of experiences (Yeoman, 2013) and the use of social media as a means to communicate with these two markets, it suggests that solo travel could develop further. Although we know more about the solo travel market and where it should be, growth is slower, following the pandemic, which means destinations need to be resilient in order to continue to grow. The market has the potential to develop if it addresses the needs of the solo travellers. This study looked at literature and does not focus on empirical data so it is recommended that further research is undertaken to understand the market from this point of view. If clear strategies are implemented at destinations, it is believed solo travel could build resilience within destinations.

Keywords: solo travel; sologamy; barriers to solo travel; motivations for solo travel; female solo travel

Alexander Balzan, Ana Carolina Arboleda Gallo and Juan Manuel González Agudelo

The use of Instagram as a strategy for city marketing. Digital content analysis, the case of Medellín, Colombia

Globalization is forcing cities to compete with each other in order to obtain as much foreign resources as possible to provide the revenue for improving sustainability. Therefore, local administrations are facing a competition that makes them realize that the risks and the opportunities of the economic, technological, and intellectual resources that come through foreign direct investment, international cooperation or the flux of tourists are at stake. (Jiménez, 2015)

City marketing has been studied as phenomenon for the last 40 years. Strategies have changed and have been adapted in response to new market dynamics for the promotion of the territories.

“Digital Marketing” a well known resource utilized by companies, has been adopted by cities. When well used result in achieving reaching the desired audience. Consequentially, the use of “social media” redefines the ways of how marketing can help cities to reach the specific target and allowing direct (and bidirectional) interaction between the public administrations and their stakeholders (locals and visitors engagement), Available among those social media tools, Instagram, with 1,4 billion subscribers (Statista, 2022) is one of the main social media platforms used (not only) by cities to demonstrate and highlight their best attributes and ultimately, promoting the territory as a touristic destination.

Medellín is the second largest city of Colombia, not only in terms of population and size of its economy, but also, because of the number of foreign travelers. Increasing from less than 300.000 foreign visitors in 2004 to nearly 1 million in 2019 (before the pandemics). Following the worldwide Covid-19 restrictions on traveling, the city of Medellín is in the process of reopening for visitors and the local administration is aware that a proper use of the digital marketing tools, will help to get to those potential visitors.

This research will include a content analysis of the pictures and captions published in the official account for the promotion of the city of Medellín in Instagram (@visit_medellin) will be analyzed in a qualitative approach coding using NVivo software to interpretate the messages that the city wants to transmit via social media (descriptive content). The content analysis will also provide an outlook of a quantitative content, determining what the most-used words are to “sell” or promote the destination as a co-ocurrence analysis of the identified relevant keywords or hashtags. Also, with a qualitative approach applying the Instagram impact factor (Huertas & Martínez-Rolán, 2020) as formula to quantify the received interactions (reproductions, likes, comments and shares) compared to the number of posts and the virality of the posts as global engagement from visitors and citizens. Engagement considered as a vital factor of success for digital marketing (Molinillo, S. et al., 2019)

As an empiric study, the researchers are looking for correlations between the codification of the texts and the images published on the official account and the level of engagement with locals and visitors.

Keywords: City Marketing; Content Analysis; Medellin; City Promotion; Destination Branding

References:

Jiménez, W. G. (2015). Internacionalización, desarrollo y gestión pública territorial. Experiencias en Colombia. Innovar, 25(55), 23–39. https://doi.org/10.15446/innovar.v25n55.47194.O19

Huertas, A., & Martínez-Rolán, X. . (2020). Análisis de las fotografías y vídeos de Instagram para la creación de un ranking de popularidad de los territorios y los destinos. Cuadernos de Turismo, (45), 197–218. https://doi.org/10.6018/turismo.426091

Költringer, C., Dickinger, A. (2015) “Analyzing destination branding and image from online sources: A web content mining approach” Journal of Business Research 68(9). pp. 1836-1843 https://doi.org/10.1016/j.jbusres.2015.01.011

Mergel, I. (2013) “A framework for interpreting social media interactions in the public sector”. Government Information Quarterly 30(4). pp 327-334 http://dx.doi.org/10.1016/j.giq.2013.05.015

Molinillo, S., Anaya-Sánchez, R., Morrison, A. M., & Coca-Stefaniak, J. A. (2019). Smart city communication via social media: Analysing residents' and visitors' engagement. Cities, 94, 247-255. doi:10.1016/j.cities.2019.06.003

Statista.com (2022). Instagram marketing and advertising. pp. 1-86. Retrieved from: http://www.statista.com/statistics/253704/instagram-adoption-curve-of-leading-brands/

Alexander Balzan

The path for the internationalization of a city and its tourism growth. The case of Medellín, Colombia

The internationalization of cities is a concept that has been developed in the last 40 years but that has not been fully studied, that can be evidenced in Scopus database where only 20 documents are found as result of the query: “internationalization-of-cities”.

Despite the few works available, Cattan (1995) explained, how the cities are the place where internationalization begins, thus, many cities have started a global competition to attract the resources from tourism, foreign direct investment, knowledge transfer, exports and international cooperation.

That process may not be that easy for some cities considering that in this global competition it does not matter extension, or size of population or its level of development. All the cities might be looking for the same result: to increase the revenue to grant sustainability.

Medellín, Colombia is a non-capital and non-costal city, even though, it has been the second largest city of the country in terms of population and economic dynamics for the last century. After a dark past, during the past 80’s and 90’s decades, the city is today known for its innovation environment and as a growing touristic destination, moving from less than 300.000 foreign visitors in 2004 to nearly 1 million in 2019. The city conscious that a solid internationalization strategy may help to increase the number of tourists, has decided to update it.

This article shows the process of establishing a new strategy of internationalization for the city of Medellín and understanding how it is intended to increase the number of international tourists.

This project has been based on a mixed-method scheme: content analysis of non-structured interviews that were performed to executive directors of organizations known as the “conglomerate” of Medellín (public-private alliance for the development of the city), the transcriptions of those interviews were analyzed via Nvivo in order to identify the consensus of the current level of internationalization of the city.

Discussion groups were also performed to contrast the strengths and weaknesses as a competitive city in a global context. Transcriptions were also analyzed with Nvivo.
To complete the triangulation as a mutual validation for results (Creswell & Creswell, 2020; Ladner 2019; Fielding & Schreir, 2001), a survey has been applied to a group of collaborators of the organizations members of the “conglomerate”, calculation the Chronbach’s alfa for the validation of the collected data, let the researcher to have a broader vision of the phenomenon and to convey different sources of data adding validity to the research. The result of these analysis show the efforts of a developing city for establishing a long-term strategy that favor the arrival of tourists.

Keywords: Internationalization of Cities; City Promotion; Medellín; City Strategy

References:

Cattan, Nadan. (Attractivity and internationalisation of major European cities: the example of air traffic. Urban Studies 32(2), 303 312. https://doi.org/10.1080/00420989550013095

Creswell, John W. and J. David, Creswell. 2018. “Research Design: Qualitative, Quantitative, and Mixed Methods Approaches”. Los Angeles: SAGE.

Ladner, Sam. 2019. “Mixed methods. A short guide to applied mixed methods research”. Self published. ISBN: 978-1-7342178-0-3.

Pantelitsa Yerimou, Christos Themistocleous and George Panigyrakis

Does sense of place matter? Investigating the role of airport atmospherics on destination revisit

Introduction

Airports tend to have unique contributions on destinations since they form the travellers' first and last impression (Bezerra & Gomes, 2019; Figueiredo & Castro, 2019). To prevail in the fierce competition, attention is given on airport atmospherics as they enhance experiences and "make tourists feel out of place" (Geuens et al., 2004, p. 621). However, the limited research on atmospherics and their role on experience and destination revisit, gave rise to the need for further examination. More interestingly, airports' designs today are supported to be "myopic without respect to places" (Volgger, 2020, p. 143). Therefore, this paper seeks to examine the use of atmospherics in airports and their influence on tourists' experiences and intention to revisit the destination, having as moderator sense of place.

Methodology

Measurement Development

Initially, a focus group was conducted with industry professionals in Larnaca's airport to gather information upon their thoughts on the influence of airport atmospherics on tourists' behaviour. Subsequently, a structured survey was developed. The atmospherics' measure was adapted from Ali et al., (2016), Moon et al. (2016) and Bitner (1992). Sense of place variable scale mirrored those of Ariffin & Yahaya (2013) and the scale developed by Singh and Söderlund (2020) was used to measure experience. Furthermore, the scale of Prentice and Kadan (2019) was used for destination revisit. All the scales were measured according to the seven-point Likert scale.

Sample and Data Collection

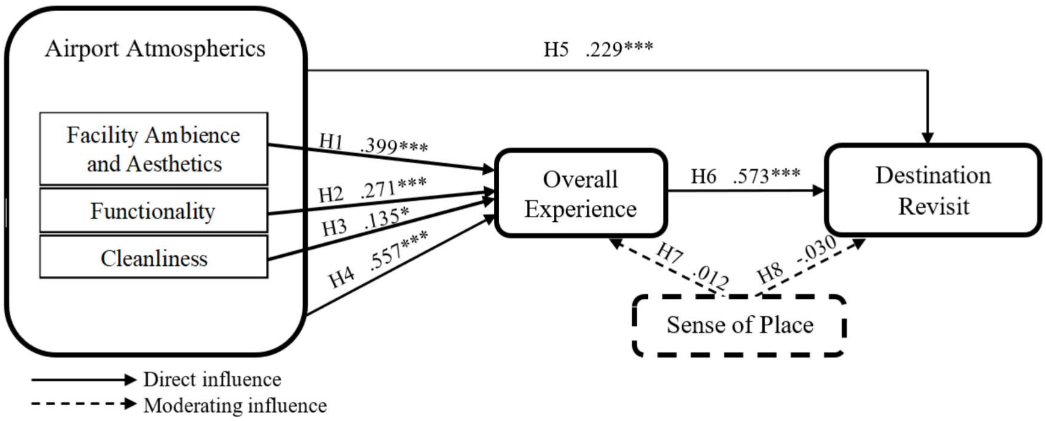
Data was collected through the Prolific Academic platform with gender, age and travel activity within the last month being the main screening criteria both for participant relevance and demographic consistency. Approximately, 686 participants were approached, out of which 82 provided incomplete responses thus dropped providing a final sample of 604 (n=604). The average time to complete the survey was 15 minutes and respondents were distributed almost equally with 49.3% males and 50.7% females. The majority of those were in the age group of 26-35 (41.6%), mostly Europeans (85.8%).

Results

Prior the hypotheses testing exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were performed with SPSS Statistics 25 and SPSS Amos 26 respectively, to ensure validity and reliability. All the variables met the threshold values (Fornell & Larcker, 1981) except those of temperature, music, aroma, brightness, WiFi power sockets and mobility services. Since they were discarded, the model fit indices values were found satisfactory and within the acceptable values ($\chi2/df$= 3.51, GFI= .926, CFI= .945, RMSEA= .065, AGFI= .894, NFI= .926, SRMR= .049). Discriminant validity was determined through average variance extracted (AVE) with values being >.50 (Civelek, 2018). Composite reliability (CR) and Cronbach's α values met the threshold, with the values of the square root of AVE being also accepted.

Through Structural Equation Modelling (SEM) the proposed framework was tested. Four regression models were run to test the hypotheses. As shown in Figure 1, there are significant relationships among the constructs. However, sense of place seemed not to significantly influence the overall experience evaluations nor the intentions to revisit the country.

Figure 1: Conceptual Model Results



Discussion

Contributing to the extension of the tourism literature, this research offers new quantitative insights. Firstly, results highlighted the unique contribution of atmospherics on the overall experience, with the sub-construct of facility ambience and aesthetics having a greater influence. More interestingly, it was shown that holistic atmospherics have a significant influence on destination revisit, thus enriching the literature since there is scarce evidence for this link (Prentice et al., 2021). Findings also reinforce academics and practitioners upon the importance of experience as a mediator of the aforementioned relationship. Airport and destination authorities can take advantage of the outcomes and tailor their marketing strategies. Since sense of place was found insignificant, the study offers new insights on the role of this variable (Varley et al., 2020; Ali et al., 2016; Ariffin et al., 2015).

Keywords: airport atmospherics; experience; destination revisit; sense of place

References:

Ali, F., Kim, W. G., & Ryu, K. (2016). The effect of physical environment on passenger delight and satisfaction: Moderating effect of national identity. Tourism Management, 57, 213–224. https://doi.org/10.1016/j.tourman.2016.06.004

Ariffin, A. A. M., Nameghi, E. N. M., & Soon, Y. K. (2015). The Relationships between National Identity, Hospitality, and Satisfaction among Foreign Hotel Guests. Journal of Travel and Tourism Marketing, 32(6), 778–793. https://doi.org/10.1080/10548408.2014.955600

Ariffin, A. A. M., & Yahaya, M. F. (2013). The relationship between airport image, national identity and passengers delight: A case study of the Malaysian low cost carrier terminal (LCCT). Journal of Air Transport Management, 31, 33–36. https://doi.org/10.1016/j.jairtraman.2013.02.005

Bezerra, G. C. L., & Gomes, C. F. (2019). Determinants of passenger loyalty in multi-airport regions : Implications for tourism destination. Tourism Management Perspectives, 31(August 2018), 145–158. https://doi.org/10.1016/j.tmp.2019.04.003

Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, 56(2), 57. https://doi.org/10.2307/1252042

Civelek, M. E. (2018). Essentials of Structural Equation Modeling. In Zea Books. https://doi.org/10.13014/k2sj1hr5

Figueiredo, T., & Castro, R. (2019). Passengers perceptions of airport branding strategies : The case of Tom Jobim International Airport – RIOgaleão , Brazil. Journal of Air Transport Management, 74, 13–19. https://doi.org/10.1016/j.jairtraman.2018.09.010

Fornell, C., & Larcker, D. F. (1981). Structural Equation Models With Unobservable Variables and Measurement Error : Algebra and Statistics. Journal of Marketing Research, 18(3), 382–388.

Geuens, M., Vantomme, D., & Brengman, M. (2004). Developing a typology of airport shoppers. Tourism Management, 25(5), 615–622. https://doi.org/10.1016/j.tourman.2003.07.003

Moon, H., Yoon, H. J., & Han, H. (2016). Role of Airport Physical Environments in the Satisfaction Generation Process: Mediating the Impact of Traveller Emotion. Asia Pacific Journal of Tourism Research, 21(2), 193–211. https://doi.org/10.1080/10941665.2015.1048260

Prentice, C., & Kadan, M. (2019). The role of airport service quality in airport and destination choice. Journal of Retailing and Consumer Services, 47(November 2018), 40–48. https://doi.org/10.1016/j.jretconser.2018.10.006

Prentice, C., Wang, X., & Manhas, P. S. (2021). The spillover effect of airport service experience on destination revisit intention. Journal of Hospitality and Tourism Management, 48(January), 119–127. https://doi.org/10.1016/j.jhtm.2021.06.001

Singh, R., & Söderlund, M. (2020). Extending the experience construct: an examination of online grocery shopping. European Journal of Marketing, 54(10), 2419–2446. https://doi.org/10.1108/EJM-06-2019-0536

Varley, P., Schilar, H., & Rickly, J. M. (2020). Tourism non-places: Bending airports and wildscapes. Annals of Tourism Research, 80(September 2019). https://doi.org/10.1016/j.annals.2019.102791

Volgger, M. (2020). Staging genius loci: Atmospheric interventions in tourism destinations. Advances in Culture, Tourism and Hospitality Research, 16, 139–151. https://doi.org/10.1108/S1871-317320190000016016

Christian Weismayer, Ilona Pezenka, David Bourdin and Lorena Gomez-Diaz

Analyzing cultural differences of destination commercials using facial expression analysis

Most researchers consider destination image to be a multidimensional construct consisting of three distinctive components, namely a cognitive, a conative, and an affective dimension (Gartner, 1994; Dann, 1996; Pike & Ryan, 2004). The affective image dimension is related to an individual's feelings or emotions towards a destination (Baloglu and McCleary 1999). As tourist destination commercials are used to communicate the intended destination image, they play an important role in persuading tourists to visit a destination. There are two distinctive types of emotions generated through destination commercials. On the one hand, basic emotions, namely joy, surprise, anger, sadness, disgust, fear, and contempt that are triggered as an immediate – not necessarily conscious – reaction, and, on the other hand, secondary emotions, which arise from cognitive processes based on an ability to evaluate preferences over outcomes and expectations (Damasio, 1999; Ekman, 1992). However, depending on both the viewer's and the commercial's characteristics, the basic emotions triggered by a destination commercial can differ fundamentally. Therefore, the main aim of this research is to explore the influence of cultural differences on the viewer's emotions whilst being exposed to tourist commercials. To tackle this aspect in more detail, the origin of the tourist commercial's destination is interlaced with the origin of the resident to determine whether residents evaluate their home country's tourist commercial differently compared with foreigners. Thus we propose that under the assumption that cultural characteristics lead to different emotion expressions whilst watching tourist destination commercials, the same commercial will be evaluated differently depending on the country of origin of the viewer. To test this assumption, the following experiment was conducted.

Data from 70 participants in Colombia (55.7% male, MAGE = 39.8, SD = 15.6) and 37 participants in Austria (56.8% female, MAGE = 34.0, SD = 14.1) were collected. In a between-subjects design, participants in both countries were randomly assigned to one of two conditions with different tourism destination advertisements. In one condition, their own country (Austria/Colombia) was promoted in the video, whereas a foreign country (Colombia/Austria) was portrayed in the other condition. We used existing official promotional videos produced by the respective national tourist offices. Participants' faces were recorded while watching the ad (i.e., approximately two minutes). We then conducted a post-processing analysis on the recorded videos using iMotions (2022) which identifies and compares facial landmarks according to the Facial Action Coding System (FACS) developed by Ekman and Friesen (2003) by means of the AFFDEX algorithm (Kaliouby et al., 2005). Time series of the seven basic emotions (joy, surprise, anger, sadness, disgust, fear, and contempt) are compared between the two viewers' countries of origin separately over the time span of the two commercials. Furthermore, attention and engagement scores are screened to find out more about the involvement of the viewers and to gain further insight into how different scenes guide the viewer through the entire commercial.

Findings help tourism marketers to position their commercials in a way that they represent the intended feelings. First, depending on the tourist segment exposed to the commercial different emotions arise due to idiosyncrasies of the different groups of viewers. Second, idiosyncrasies of different commercials shed light on the emotional content transmitted through the different scenes of a commercial. Both need to be considered before the release of promotional videos for marketing purposes.

Keywords: Facial expression analysis; emotion; destination image; commercial; culture

References:

Baloglu, S., & Ken W. McCleary, K. W. (1999) A model of destination image formation. Annals of Tourism Research, 26 (4), 868-897.

Damasio, A. (1999). The feeling of what happens. Body, emotion and the making of consciousness. London: Vintage 2000.

Dann, G. M. S. (1996) Tourists' images of a destination-an alternative analysis. Journal of Travel & Tourism Marketing, 5 (1-2), 41-55.

Ekman, P. (1992). An Argument for Basic Emotions. Journal of Cognition and Emotion, 6 (3/4), 169-200.

Ekman, P., & Friesen, W. V. (2003) Unmasking the face: A guide to recognizing emotions from facial cues (3rd ed.). Malor Books.

El Kaliouby, R., & Robinson, P. (2005) Real-time inference of complex mental states from facial expressions and head gestures. In: B. Kisačanin, V. Pavlović, & T.S. Huang (Eds.) Real-time vision for human-computer interaction (pp. 181-200). Springer.

Gartner, W. C. (1994) Image formation process. Journal of Travel & Tourism Marketing, 2 (2-3), 191-216.

iMotions. (2022) Facial expression analysis, Available at: https://imotions.com/biosensor/fea-facial-expression-analysis/ [Accessed 27th January 2022].

Pike, S., & Ryan, C. (2004) Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. Journal of Travel Research, 42 (4), 333-42.

Nikolaos Pappas and Kyriaki Glyptou

The complexity of sustainable tourism behaviour during recession

During the last few decades sustainable tourism has exponentially increased its popularity, since it operates as a means for economic growth, increase of life quality, and natural and cultural heritage preservation. Nevertheless, the sustainability's economic costs hider the potential for its wider implementation (Nickerson et al., 2016). Thus, tourists continue to select less sustainable behavioural patterns, even if they are highly environmentally committed (Barr et al., 2011). Previous studies indicate that during economic crises the environmental pressures related with sustainability are reduced because people tend to consume less (Evans, 2011). However, when we want to evaluate the sustainable tourism behaviour we have to take under consideration the complexity of the affiliated tourism systems (Franzoni, 2015). This is due to the fact that several indicators and interactions substantially influence the tourism behaviour (Agyeiwaah et al., 2017), and an asymmetric analysis of the behavioural complexity can assist us to better comprehend its formulation (Hsu et al., 2020).

This aim of this study is to examine the aspects that influence the complex decisions related with the sustainability of tourism behaviour during recession. The research was held in 2019, and the sample consists of 324 permanent adult residents of Athens (Greece) that more than a decade are batter with recession and extensive austerity measures. The study employs fuzzy-set Qualitative Comparative Analysis (fsQCA) considering the simple conditions of marketing activities, price and quality, destination image, and disposable tourism income. The findings have generated three pathways: (i) the economic impact (ii) the nexus towards price and quality, and (iii) the quality in the provided experience.

The contribution of this research lies in both, theoretical and methodological domains. Literature-wise, it contributes by examining the complexity of tourism decision-making related with sustainability during an economic crisis. Methodologically, it contributes by employing fsQCA (a relatively new method in tourism analysis), and by comparing its findings with the dominant linear analysis methods (regression; Cramer's V).

Keywords: Complexity; Tourist Behaviour; Sustainability; Economic Crisis; Greece

References:

Agyeiwaah, E., McKercher, B., & Suntikul, W. (2017) Identifying core indicators of sustainable tourism: A path forward? Tourism Management Perspectives, 24, 26-33.

Barr, S., Shaw, G., & Coles, T. (2011) Times for (Un)sustainability? Challenges and opportunities for developing behaviour change policy. A case-study of consumers at home and away. Global Environmental Change, 21(4), 1234-1244.

Franzoni, S. (2015) Measuring the sustainability performance of the tourism sector. Tourism Management Perspectives, 16, 22-27.

Hsu, C.Y., Chen, M.Y., Nyaupane, G.P. & Lin, S.H. (2020) Measuring sustainable tourism attitude scale (SUS-TAS) in an Eastern island context Tourism Management Perspectives, 33, 100617.

Nickerson, N.P., Jorgenson, J., & Boley, B.B. (2016) Are sustainable tourists a higher spending market? Tourism Management, 54, 170-177.

Xuan Lorna Wang, Zhongyin Yao and Hongbo Daisy Liu

Digital divide in hospitality and tourism: a Systematic literature review

Purpose of the research

The purpose of this study is to address an increasingly concerning issue on digital equity in hospitality and tourism (H&T) in an ageing society. It intends to provide insights into the advancements of digital divide studies through examining the historical evolution of research on 'age-related digital divide' with a focus on hospitality and tourism industry.

Digital divide (DD) refers to the gaps in access to information and communication technology between individuals, groups or entire countries (OCED, n.s.). In an increasingly digitalised society, digital divide not only includes access to digital technology, but also includes ability and skills to use digital technologies and to engage in meaningful social practices via the digital technologies (Minghetti and Buhalis, 2010). The digital divide is especially prominent among the elderly and age remains as the biggest single indicator of whether an individual is online or not. According to the UK Consumer Digital Index 2020, only 7% of the over-70s are likely to have the digital capability to shop and manage their money online (Lloyds Bank, 2020:7). Therefore, age is utilized as a literature search criterion for the sinking hierarchy, as an important determining factor in the digital divide.

Research on digital divide has drawn scholarly attention from different disciplines since the information age in communication, such as gerontology and sociology (Loges & Jung, 2001; Niehaves & Plattfaut, 2014; Neves, Waycott, & Malta, 2018; Huxhold, Hees, & Webster, 2020). However, they do not provide a comprehensive overview of the critical and emerging research areas of digital divide in H&T and how digital transformation affect older adults' H&T experiences is largely unknown. Thus, this study attempts to identify the possible knowledge gaps in the current H&T literature and develops a conceptual framework for age-related digital equity in H&T. Emerging trends and future research outlook in digital inclusion in H&T will be identified with the intention to increase awareness and initiate further debate in this under-researched area.

Research approach and methods

A systematic literature review will be conducted to identify, assess, and synthesise the existing body of work on digital divide to achieve the research objectives. A systematic literature review approach helps identify knowledge gaps in the extant literature and explore emerging trends on the research topic (Vada et al., 2020). The systematic literature review will be conducted through five steps recommended by literature (Khan et al., 2003; Snyder, 2019), including 1) identifying the research questions and objectives of the review; 2) collecting the relevant literature; 3) assessing the quality of the literature; 4) analysis of the literature; 5) summarising and interpreting the findings.

Keywords such as "digital divide", "digital gap", "digital inclusion", "age", "older adults", "senior", "tourism", "hospitality" will be used to search literature on Web of Science and Scopus, two of the most inclusive databases recommended for systematic literature review studies (Bavik, 2020). A screening check will be conducted to ensure the quality of the literature. Only papers published in English and in peer-reviewed journals will be kept in the analysis. The literature will also be checked to see if they are relevant to the topic "age-related digital divide". A thematic content analysis following an inductive approach (Kim & So, 2022) will be used to analyse the selected literature. In the data analysis, the key topics, study contexts, concepts and their relationships will be extracted and synthesized. VOSviewer, a bibliometric network software, will be used to facilitate the analysis and visualise the findings. Finally, a conceptual framework will be constructed based on the thematic content data analysis and knowledge maps to assist our understanding of the digital divide in H&T.

Expected Findings and Contributions

The outcome of this study is expected to increase awareness and enhance the understanding of age-related digital divide in H&T contexts through a comprehensive and systematic literature review. Building on the critical analysis and synthesis of the existing literature, this study will develop a conceptual framework on age-related digital equity, which appears to be one of the first attempts to address the issue of digital divide in H&T. More importantly, this paper should help to identify the knowledge gaps in the literature on digital divide and pave the way for future research on digital inclusion in hospitality and tourism.

Keywords: Digital divide; Digital inclusion; Ageing society; Systematic literature review

References:

Bavik, A. (2020). A systematic review of the servant leadership literature in management and hospitality. International Journal of Contemporary Hospitality Management, 32(1), 347–382. https://doi.org/10.1108/IJCHM-10-2018-0788.

Huxhold, O., Hees, E., & Webster, N. J. (2020). Towards bridging the grey digital divide: changes in internet access and its predictors from 2002 to 2014 in Germany. European Journal of Ageing, 17(3), 271-280. https://doi.org/10.1007/s10433-020-00552-z.

Khan, K. S., Kunz, R., Kleijnen, J., & Antes, G. (2003). Five steps to conducting a systematic review. Journal of the Royal Society of Medicine, 96(3), 118–121. https://doi.org/10.1258/jrsm.96.3.118.

Kim, H., & So, K. K. F. (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. International Journal of Hospitality Management, 100, 103082. https://doi.org/10.1016/j.ijhm.2021.103082.

Lloyds Bank Report (2020) UK Consumer Digital Index 2020. Published May 2020, Available at: https://www.lloydsbank.com/assets/media/pdfs/banking_with_us/whats-happening/lb-consumer-digital-index-2020-report.pdf [Accessed 11th February 2022].

Loges, W. E., & Jung, J. Y. (2001). Exploring the Digital Divide: Internet Connectedness and Age. Communication Research, 28(4), 536–562. https://doi.org/10.1177/009365001028004007.

Minghetti, V., & Buhalis, D. (2010). Digital Divide in Tourism. Journal of Travel Research, 49(3), 267–281. https://doi.org/10.1177/0047287509346843.

Neves, B. B., Waycott, J., & Malta, S. (2018). Old and afraid of new communication technologies? Reconceptualising and contesting the 'age-based digital divide'. Journal of Sociology, 54(2), 236–248. https://doi.org/10.1177/1440783318766119.

Niehaves, B., & Plattfaut, R. (2014). Internet adoption by the elderly: employing IS technology acceptance theories for understanding the age-related digital divide. European Journal of Information Systems, 23(6), 708-726. https://doi.org/10.1057/ejis.2013.19.

OECD. (2001). Understanding the Digital Divide. Washington, DC: OECD Publications, 200, page 5.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339. https://doi.org/10.1016/j.jbusres.2019.07.039.

Vada, S., Prentice, C., Scott, N., & Hsiao, A. (2020). Positive psychology and tourist well-being: A systematic literature review. Tourism Management Perspectives, 33, 100631. https://doi.org/10.1016/j.tmp.2019.100631.

Petra Gyurácz-Németh, Eszter Bogdány and Krisztina Dabronaki-Priszinger

Tourism students’ resilience towards tourism career in uncertain times

The purpose of the research is to analyse the resilience of tourism students in choosing a career preferably in tourism in the uncertain times caused by COVID-19 pandemic. Due to the destruction inflicted by the pandemic in the first quarter of 2020 the career opportunities and perspective of tourism students have significantly changed. Analysing the resilience of students is able to show if their attitude toward tourism career could be turned back on track or stay on the right path in spite of the difficulties the sector had to face. The resilience of the students is examined through their work orientation and the effect of the differences in the work experience to the COVID stress reactions.

To be able to investigate resilience thoroughly a mixed approach had to be taken. Qualitative and quantitative methods had to be applied to examine the reasons behind the decision and the attitude itself. For the measurement of the uncertain situation and the students’ attitude toward the pandemic the validated COVID Stress Scale (Taylor et. al, 2020) has been applied to determine the reactions of students to the COVID stress situation. The determination of work orientation is created according to Goldthorpe et al (1968); the work experience has been defined by its subarea, duration and the satisfaction level of the student.

The research concentrated on senior tourism students studying in Hungary who plan/planned to graduate in 2021 or 2022. The qualitative research involved 26 student interviews, which focused on the past experience, the effects of the pandemic, the work orientation and the possible future of tourism. As the quantitative part of the research a survey was being created and disseminated in all Hungarian universities teaching tourism. The survey has also been tested and altered according to the results of the pilot test. The final survey had been sent to the participant universities in December 2021 and was closed after two weeks. There are 171 total questionnaires filled out by tourism students in Hungary.

The survey results have been analysed by advanced statistical methods. Although the students’ reaction to COVID stress was definitely low, correlations have been found between work orientation and the factors of COVID stress scale. For investigating this relationship we were able to distinguish five factors in work orientation: positive commitment to work, instrumental orientation, entrepreneurial orientation, refugee orientation and negative orientation to tourism work. Tourism work experience has also been proved to have an essential role in tourism students’ career decisions. The results show that different work experience can influence the reaction to COVID stress.

The data also proved a relationship between the work experience in the tourism subsectors and the strength of the reaction to the COVID stress, which means that those who know the sector from the inside are slightly more concerned about some elements of the COVID stress, though this reaction is still low. Besides the subsectors the duration and the satisfaction rate has been provided significant relationships with the COVID stress reactions.

Qualitative research enabled us to explain the results and gain further information from the senior students studying tourism in Hungary. The result of the 26 interviews show that students were very surprised by the effect of the pandemic first, but after a very short period of time they looked at the situation as an opportunity. They still stick to tourism although it is possible that they plan to work in other branches than the previous work experience.

The results definitely show that the senior tourism students' reaction to COVID stress is low and it could not affect their work orientation towards tourism which proves their resilience in uncertain times such as COVID-19 pandemic. Tourism students' work orientation is positive to tourism, for them the most important reason why they plan work in tourism is that they could feel good during work. It also means that tourism can still provide a good job opportunity to students and it is still what they would choose for a career.

Keywords: Digital divide; Digital inclusion; Ageing society; Systematic literature review

References:

Goldthorpe, J., D. Lockwood, F. Bechofer and J. Platt (1968) The Affluent Worker: Industrial Attitudes and Behaviour Cambridge: Cambridge University Press.

Taylor, S., Landry, C.A., Paluszek, M.M., Fergus, T.A, McKay, D., Gordon, J.G. Asmundson (2020) Development and initial validation of the COVID Stress Scales. Journal of Anxiety Disorders, 72 May, 102232.

Birgit Pikkemaat, Sarah Eichelberger, Nicole Spögler and Chung-Shing Chan

Lockdown time well spent? COVID-19 as an opportunity for innovation in hospitality family businesses

Purpose of the research

Family businesses, as the most ubiquitous business organization form in any economy worldwide, face salient challenges triggered by the COVID-19 crisis (Massis & Rondi, 2020). In particular, hospitality family businesses are considered to be especially affected due to lockdown regulations or travel bans (Breier et al., 2021). Recent studies focused on crisis management, showing that family businesses have to adapt in the short term by leveraging their unique features (Calabrò et al., 2021; Kraus et al., 2020). Further, recent research on hospitality family businesses explored their resilience and business model adaptions in light of the COVID-19 crisis (Breier et al., 2021; Schwaiger et al., 2022). While family businesses are assumed to overcome the crisis through innovation (Erdogan et al., 2020), there is a lack of research exploring the relevance of the change in hospitality family businesses triggered by the COVID-19 crisis on their innovation attempts.

Research approach taken

Following the call of Diaz-Moriana et al. (2020) to study innovation in family businesses, this study considers the observations of Duran et al. (2016) that family businesses typically have a high degree of control over the business, their wealth concentration and the relevance of non-financial objectives, as well as this research builds on the specificities of the hospitality industry by highlighting, for example, their vulnerability or customer orientation (Breier et al., 2021; Schwaiger et al., 2022).

In order to explore the innovation attempts of hospitality family business, this study follows a qualitative research approach. On the one hand, the dimensions of the pandemic make qualitative studies a necessity (Prayag, 2020), and on the other hand thick descriptions of family business innovation behavior are needed (Diaz-Moriana et al., 2020).

Method

17 semi-structured interviews with family businesses owners in the hospitality industry were conducted, which enabled to probe deep into their perceptions about the pandemic and their innovation experience (Halperin & Heath, 2020). The interview guideline was developed based on previous studies about family business innovation (Diaz-Moriana et al., 2020; Duran et al., 2016; Rondi et al., 2019), and on studies which highlighted the impact of the pandemic on hospitality family businesses (Breier et al., 2021; Calabrò et al., 2021; Kraus et al., 2020). The interviews were conducted at the family businesses location, and analyzed following the template analysis approach (King et al., 2018).

Key Findings

According to the hospitality family business owners interviewed, the COVID-19 pandemic impacted their families as they had more free time, mainly during the lockdowns: "We had so much leisure time, even on the weekends, where actually our main business is." (Family business_2)

The pandemic impacted the businesses following the interviewees in introducing uncertainty as well as in influencing their financial situations. However, also positive effects in terms of developing more cohesion and support are recorded.

In light of the COVID-19 pandemic, the hospitality family businesses attribute various advantages to themselves, such as the personal and familiar atmosphere, the flexibility and the family cohesion: "For us, family cohesion is very important. From childhood on, we always decide together." (Family business_5), while disadvantages are associated with difficulties in decision-making and in the distribution of tasks.

The hospitality family business interviewed perceived that more time for the family, but also for the business, as a result of their limited business operations during the lockdowns, has led to more innovation: “I would say there has been a lot of innovation and adaptation.” (Family business_14) In this sense, they are concerned to use the changes initiated by the crisis to innovate: “The crisis has brought us a lot of changes, actually.” (Family business_7) In particular, innovations on digital transformation are discussed:

“Of course, there are many things where we should, perhaps digitalisation in particular, where we should now change or say "okay, I'll push that a bit now".” (Family business_3)
Innovations have also been driven to improve the structure of the hospitality family businesses, as well as strategic realignments and marketing:

“Our innovation is simply to think about the future and what to do differently and how to change the business. We are currently building more on individual guests, doing more marketing there. The crisis simply accelerates these things again.” (Family business_11)

Keywords: Digital divide; Digital inclusion; Ageing society; Systematic literature review

References:
Breier, M., Kallmuenzer, A., Clauss, T., Gast, J., Kraus, S., & Tiberius, V. (2021). The role of business model innovation in the hospitality industry during the COVID-19 crisis. International Journal of Hospitality Management, 92, 102723. https://doi.org/10.1016/j.ijhm.2020.102723

Calabrò, A., Frank, H., Minichilli, A., & Suess-Reyes, J. (2021). Business families in times of crises: The backbone of family firm resilience and continuity. Journal of Family Business Strategy, 12(2), 100442. https://doi.org/10.1016/j.jfbs.2021.100442

Diaz-Moriana, V., Clinton, E., Kammerlander, N., Lumpkin, G. T., & Craig, J. B. (2020). Innovation Motives in Family Firms: A Transgenerational View. Entrepreneurship Theory and Practice, 44(2), 256–287. https://doi.org/10.1177/1042258718803051

Duran, P., Kammerlander, N., van Essen, M., & Zellweger, T. (2016). Doing More with Less: Innovation Input and Output in Family Firms. Academy of Management Journal, 59(4), 1224–1264. https://doi.org/10.5465/amj.2014.0424

Erdogan, I., Rondi, E., & Massis, A. de (2020). Managing the Tradition and Innovation Paradox in Family Firms: A Family Imprinting Perspective. Entrepreneurship Theory and Practice, 44(1), 20–54. https://doi.org/10.1177/1042258719839712

Halperin, S., & Heath, O. (2020). Political research: Methods and practical skills (Third edition).

King, N., Brooks, J., & Tabari, S. (2018). Template Analysis in Business and Management Research. In M. Ciesielska & D. Jemielniak (Eds.), Qualitative Methodologies in Organization Studies (pp. 179–206). Springer International Publishing. https://doi.org/10.1007/978-3-319-65442-3_8

Kraus, S., Clauss, T., Breier, M., Gast, J., Zardini, A., & Tiberius, V. (2020). The economics of COVID-19: initial empirical evidence on how family firms in five European countries cope with the corona crisis. International Journal of Entrepreneurial Behavior & Research, 26(5), 1067–1092. https://doi.org/10.1108/IJEBR-04-2020-0214

Massis, A. de, & Rondi, E. (2020). Covid-19 and the Future of Family Business Research. Journal of Management Studies, 57(8), 1727–1731. https://doi.org/10.1111/joms.12632

Prayag, G. (2020). Time for Reset? Covid-19 and Tourism Resilience. Tourism Review International, 24(2), 179–184. https://doi.org/10.3727/154427220X15926147793595

Rondi, E., Massis, A. de, & Kotlar, J. (2019). Unlocking innovation potential: A typology of family business innovation postures and the critical role of the family system. Journal of Family Business Strategy, 10(4), 100236. https://doi.org/10.1016/j.jfbs.2017.12.001

Schwaiger, K., Zehrer, A., & Braun, B. (2022). Organizational resilience in hospitality family businesses during the COVID-19 pandemic: a qualitative approach. Tourism Review, 77(1), 163–176. https://doi.org/10.1108/TR-01-2021-0035

Oliver Kesar

Building a resilient local economy: The influence of global crises on deglobalisation of the tourism supply system

Purpose – During the past two decades, four global crises have put the globalization process into a different perspective. The outbreak of SARS in 2003, the Global financial crisis in 2008, the Covid-19 pandemics from late 2019 until the beginning of 2022, and the outburst of armed conflict in Ukraine in spring 2022, have dramatically changed the perception of how the global economy will evolve in upcoming decades. This is particularly evident when interruptions and distortions in global supply chains of goods and services paralyze economic activities at the local level, causing adverse chain effects such as company closures, layoffs, and accumulating debts to the public sector and financial institutions. All mentioned crises "severely hindered the development of the tourism" (Zhang H. et al., 2021), particularly in Europe, challenging many business managers and destination development planners to identify appropriate adaptation, mitigation, and communication strategies. The purpose of this study is to analyze changes in the global supply of goods and services, recognize changing needs of the local tourism supply system, and provide some policy recommendations for reinventing a local production for tourism purposes. The main intention of redefining the local tourism supply system is to develop and strengthen local capacities for the production of goods and service delivery using local resources and promote sustainable development in all key aspects.

Approach – This study takes a local approach to apply an economic resilience model (ERM) to tourism destinations, identifying local capacities of tourism-related production of goods and service delivery that drive local sufficiency and competitiveness, opposed to those which make local economy dependent on international supply chains and cause money outflow. Such a model was initiated after the Global economic crisis (Zhang, Y. et al., 2021), providing local governments an opportunity to evaluate and monitor the destination's economic resilience to external shocks caused by a shortage in the supply of international goods and services intended for tourism consumption. Ongoing deglobalization processes strongly initiated by the past two global crises are also observed in the context of building resilient local economies for sustainable tourism development. As Niewiadomski (2020) stated, "since all the important factors that made international travel easy and allowed the tourism industry to spread globally have now been stopped, the processes of de-globalization have engulfed tourism almost entirely". The case study used in this research provides evidence from tourism destinations in Croatia making a clear distinction between internationally dependent and locally oriented local economies.

Methods – To accomplish the research goals, qualitative research was used 1) to analyze the impacts of global crises on international trade relations, 2) to explore trends in international tourism during the past two decades, and 3) to analyze and select key indicators that support the concept of assessing economic resilience of tourism destinations. According to Graebner et al. (2012), the most common reason for using qualitative data is in order to build a theory when the phenomenon being studied is previously under-investigated and lacks scientific evidence.

Findings – The initial results show that global crises cause significant, adverse, and long-term changes in international trade relations making global supply chains unpredictable and unreliable, particularly when it comes to serious shortages in the supply of food, energy, and other vital goods at the local level. Such negative encounters have initiated deglobalization trends and reconsidering the value of using local supply systems and locally available resources. The imperative of continuous cost reduction in running a business and simultaneously maintaining price competitiveness imply a heavy reliance on global supply chains which makes the local economy weak, dependent, and vulnerable. The frequent outbreak of the crisis forces local businesses to rethink the market opportunities and reshape their supply and development strategies. Based on available data, it is clearly evident that tourism is particularly affected by the occurrence of global crises, causing both supply and demand distortions which lead to market imbalance and development uncertainty.

Keywords: tourism; crises; deglobalisation; resilience; Croatia

References:

Graebner, M.E., Martin, J.A., & Roundy, P.T. (2012) Qualitative data: Cooking without a recipe. Strategic Organization, 10(3), 276-284.

Niewiadomski, P. (2020) COVID-19: from temporary de-globalisation to a re-discovery of tourism? Tourism Geographies, 22(3), 651-656.

Zhang, H., Song, H., Wen, L., & Liu, C. (2021). Forecasting tourism recovery amid COVID-19. Annals of Tourism Research, 87, 1-16.

Zhang, Y., Zhang, J., Wang, K., & Wu, X. (2021) An Empirical Perception of Economic Resilience Responded to the COVID-19 Epidemic Outbreak in Beijing–Tianjin–Hebei Urban Agglomeration, China: Characterization and Interaction. International Journal of Environmental Research and Public Health, 18, 2-17.

Dora Smolčić Jurdana, Suzana Bareša and Jelena Kapeš

Tourism and hospitality career in times of disruption: Perspective of high-school students

The travel and tourism sector is one of the greatest job generators globally. In 2019 it accounted for 10.16% of all jobs and created a quarter of all new jobs worldwide (WTTC, 2021). However, recently tourism has been severely affected by the COVID-19 pandemic resulting in the loss of 62 million jobs only in 2020 (WTTC, 2021). This was particularly harmful to economies that are highly dependent on tourism and have experienced serious economic downturns. These circumstances have raised the awareness of tourism fragility in the face of uncontrollable events (Yeh, 2021; Arbulú et al., 2021; Duro et al., 2021) and potentially affected the attitudes about tourism and hospitality career. Perception of current and prospective tourism employees has been researched extensively during past decades (e.g., Richardson, 2009; Richardson & Thomas, 2012; Wen, Li & Kwon, 2019). However, during pandemics, career perception in tourism among students has changed, resulting in a significantly lower perception of career opportunities, working environment, benefits, skills, and personal development (Benaraba et al., 2022). The concern about professional career rose (Aristovnik et al., 2020), and the feeling of career uncertainty among tourism and hospitality students increased, which may result in the different and more complex decision-making process while choosing a career path (Benaraba et al., 2022). Since the current situation raises the question of the attractiveness of the tourism career, several scholars call for further research to fill the gap related to the interplay between the career perception of future tourism and hospitality employees and the pandemics (Lee et al., 2021; Reichenberger & Raymond, 2021).

Based on the social cognitive career theory (SCCT), the paper aims to determine the main predictors of commitment to a career choice in tourism and hospitality during the times of disruption and uncertainty caused by the COVID-19 pandemic. Following the work of El-Dief and El-Dief (2019) and Wang (2016), two groups of factors were identified, namely, contextual and personal factors. Contextual factors include the nature of the industry, social status, and industry resilience. Personal factors include self-interest, outcome expectation, self-efficacy, and individual resilience. Although some previous research has addressed the specific factors of commitment to career choice (El-Dief & El-Dief, 2019; Wang, 2016; Wan, Wong & Hang Kong, 2014; Chang & Busser, 2020), the pandemic has disrupted the tourism labour market and affected the factors that shape service students' career behavior (Lee et al., 2021). Accordingly, Riveira, Shapoval, and Medeiros (2021) highlight the role of industry resilience and individual resilience during the pandemic. Hence, these two constructs are added to the model, and it is hypothesised that they will have a significant influence on the commitment to a career choice in tourism and hospitality.

A survey will be conducted using a self-administered questionnaire targeting the high-school students enrolled in tourism and hospitality programs. Two high schools, which are developing regional centres of competencies in tourism and hospitality, are chosen for the research. Both schools are located in Croatia. One is in the coastal part, and the other in the continental part of the country. Hence, purposive sampling will be used to obtain data from students attending the schools that strive for excellence in tourism and hospitality education, encompassing both highly developed tourism area and the area with lower development of tourism. To determine the predictiveness of the aforementioned contextual and personal factors in commitment to career choice, a regression analysis will be performed.

The results are expected to confirm whether these seven factors influence the commitment to a career choice in tourism and hospitality amid the global pandemic, thus generating some theoretical and practical implications. Based on the existing models of commitment to career choice (Wang, 2016; El-Dief & Ed-Dief), two new factors were added to reflect the changes caused by the pandemic (Lee et al., 2021; Benaraba et al., 2022), thus revealing the novelty of this research. Expanding the knowledge on the influence of each particular factor on the commitment to carer choice in tourism and hospitality could greatly help educators and education policymakers to develop strategies for maintaining a higher commitment to tourism and hospitality careers among the young generation during these and future uncertain times.

Keywords: tourism and hospitality career; students' perspective; time of disruption; pandemic

References:

Arbulú, I., Razumova, M., Rey-Maquieira, J., & Sastre, F. (2021) Measuring risks and vulnerability of tourism to the COVID-19 crisis in the context of extreme uncertainty: The case of the Balearic Islands. Tourism Management Perspectives, 39, 100857.

Aristovnik, A., Keržič, D., Ravšelj, D., Tomaževič, N., & Umek, L. (2020) Impacts of the COVID-19 pandemic on life of higher education students: A global perspective. Sustainability, 12(20), 8438.

Benaraba, C. M. D., Bulaon, N. J. B., Escosio, S. M. D., Narvaez, A. H. G., Suinan, A. N. A., & Roma, M. N. (2022) A comparative analysis on the career perceptions of tourism management students before and during the COVID-19 pandemic. Journal of Hospitality, Leisure, Sport & Tourism Education, 30, 100361.

Chang, W., & Busser, J. A. (2020). Hospitality career retention: the role of contextual factors and thriving at work. International Journal of Contemporary Hospitality Management. 32(1), 193-211.

Duro, J. A., Perez-Laborda, A., Turrion-Prats, J., & Fernández-Fernández, M. (2021) Covid-19 and tourism vulnerability. Tourism Management Perspectives, 38, 100819.

El-Dief, M., & El-Dief, G. (2019) Factors affecting undergraduates' commitment to career choice in the hospitality sector: Evidence from Saudi Arabia. Journal of Human Resources in Hospitality & Tourism, 18(1), 93-121.

Lee, K., Chuang, N. K., Lee, S. A., & Israeli, A. A. (2021). How COVID-19 influences the future of service management professions. Journal of Hospitality and Tourism Insights. Published 30th April, Available at: https://doi.org/10.1108/JHTI-11-2020-0224 [Accessed 21st February]

Reichenberger, I., & Raymond, E. M. (2021) Students' perceptions of tertiary tourism education and careers during the Covid-19 pandemic. Journal of Teaching in Travel & Tourism, 21(4), 380-402.

Richardson, S. (2009) Undergraduates' perceptions of tourism and hospitality as a career choice. International Journal of Hospitality Management, 28(3), 382-388.

Richardson, S., & Thomas, N. J. (2012) Utilising generation Y: United States hospitality and tourism students' perceptions of careers in the industry. Journal of Hospitality and Tourism Management, 19, e10.

Rivera, M., Shapoval, V., & Medeiros, M. (2021) The relationship between career adaptability, hope, resilience, and life satisfaction for hospitality students in times of Covid-19. Journal of Hospitality, Leisure, Sport & Tourism Education, 29, 100344.

Wan, Y. K. P., Wong, I. A., & Kong, W. H. (2014) Student career prospect and industry commitment: The roles of industry attitude, perceived social status, and salary expectations. Tourism Management, 40, 1-14.

Wang, S. (2016) Examination of tourism undergraduates' industry commitment, in the context of China. Journal of Teaching in Travel & Tourism, 16(2), 101-115.

Wen, H., Li, X., & Kwon, J. (2019) Undergraduate students' attitudes toward and perceptions of hospitality careers in Mainland China. Journal of Hospitality & Tourism Education, 31(3), 159-172.

World Travel & Tourism Council (2021) Global Economic Impact and Trends 2021. World Travel & Tourism Council, Published in June, Available at: https://wttc.org/Portals/0/Documents/Reports/2021/Global%20Economic%20Impact%20and%20Trends%202021.pdf [Accessed 21st February 2022]

Yeh, S. S. (2021) Tourism recovery strategy against COVID-19 pandemic. Tourism Recreation Research, 46(2), 188-194.

Theodore Metaxas and Areti Kasiola

Studying the pandemic impacts on culture: COVID-19 and the public museums in Greece

It is widely accepted that during the last two years, Covid-19 has had a huge impact both on the Tourism and Culture globally (i.e. Flew, 2021; EU Tourism and COVID-19 pandemic, 2020; Altuntas et al, 2021; Noehrer et al, 2021). The function of every kind of Cultural activity was inhibited due to curfews in all public spaces, including those of special interest, for example museums and galleries, monuments, and archeological sites, which were forced to interrupt their operation due to the restrictions that were implemented for the protection of public health. In many cases, also in Greece (Magliacani et al, 2021; Tranta et al, 2021; Mas et al, 2021), museums or archeological sites, employed the use of digital systems and social media, so as to display the collections that are available, always carefully abiding by all the security measures (Rivero et al, 2020; Choi et al, 2021; McGrath, 2020). Therefore, the majority of the professionals and the museums' staff were mainly working remotely for the time period that the museums remained closed.

This study aims, firstly, on the investigation of Covid-19 impacts on Public Museums in Greece, whose cultural activities were impeded due to the lockdown and secondly, to pursuit for possible opportunities in order to improve the museums' extroversion through the application of new strategies and the use of tools based on 'New Technologies' which will reinforce the sustainability of Greece's cultural domain. In order to satisfy the aim of the study, a qualitative methodology with the use of semi-structured interviews has been used to executives of Greek public museums, in order to examine the situation through various aspects, whose results will produce the outcome of useful conclusions.

Keywords: Covid-19; Culture; Public Museums

References:

Altuntas F. and Gok M.S. (2021), 'The effect of COVID-19 pandemic on domestic tourism: A DEMATEL method analysis on quarantine decisions', International Journal of Hospitality Management, 92, 102719, https://doi.org/10.1016/j.ijhm.2020.102719

Cioppi E., García Gutiérrez N., Lawrence E., Lin Y., Lourenço M., Nyst N., Frederick Obregon I., Osterman M., Perkins D., Santamaría M., Simpson A. and Nel S. (2020), 'University Museums from Home: observations on responses to the impact of Covid-19' University Museums and Collections Journal, 12, 2, 138-151

Choi, B. and Kim, J. (2021) 'Changes and Challenges in Museum Management after the COVID-19 Pandemic'. Journal of Open Innovation: Technology, Market and Complexity 7, 148. https://doi.org/10.3390/joitmc7020148

European Commission (2020), EU Tourism and COVID-19 pandemic, COM, 550 final, Brussels.

Flew T. and Kirkwood K. (2021), 'The impact of COVID-19 on cultural tourism: art, culture and communication in four regional sites of Queensland, Australia', Media International Australia, 178(1), 16–20.

Magliacani M. and Sorrentino D. (2021), 'Reinterpreting museums' intended experience during the COVID-19 pandemic: insights from Italian University Museums', Museum Management and Curatorship, https://doi.org/10.1080/09647775.2021.1954984

Mas J., Arilla R. & Gómez A. (2021) 'Facebook as a Promotional Tool for Spanish Museums 2016–2020 and COVID Influence', Journal of Promotion Management, 27(6), 812-831, DOI: 10.1080/10496491.2021.1888179

McGrath J., (2020), 'Museums and Social Media during COVID-19', The Public Historian, University of California Press, 42(4), pp. 164-172

Noehrer L. Gilmore A., Jay C. & Yehudi Y. (2021) 'The impact of COVID-19 on digital data practices in museums and art galleries in the UK and the US', Humanities and Social Sciences Communications, 8, 236, https://doi.org/10.21203/rs.3.rs-535272/v1

Rivero P., Navarro-Neri I., Garcia-Ceballos S., Aso B. (2020) 'Spanish Archaeological Museums during COVID-19 (2020): An Edu-Communicative Analysis of Their Activity on Twitter through the Sustainable Development Goals'. Sustainability, 12(19), 8224

Samaroudi M., Rodriguez Echavarria K. & Perry L. (2020) 'Heritage in lockdown: digital provision of memory institutions in the UK and US of America during the COVID-19 pandemic', Museum Management and Curatorship, 35(4), 337-361, DOI: 10.1080/09647775.2020.1810483

Tranta A., Alexandri A. & Kyprianos K. (2021) 'Young people and museums in the time of covid-19', Museum Management and Curatorship, 36(6), 632-648, DOI: 10.1080/09647775.2021.1969679

Hayley Marshall, James Johnson and Alyssa Brown

Going alone: Experience, resilience and belonging. The case solo event goers at music events in the U.K.

The study focuses upon music events and the phenomenon of solo event goers. Research shows that 54.4% of festival goers attend festivals alone or with one other person (Perron-Brault et al, 2020). The NME (New Musical Express) has reported that 65 percent of young people aged 18 -24 have attended a music event on their own. The case of the solo consumer was explored by Goodwin and Lockshin (1992) who proposed in order to capture this growing market segment, organisations need to be adaptive, and to provide innovations in service markets that are responsive to solo consumers and unique consumption patterns.

An exploration of online social media platforms demonstrated that a number of UK music festivals have pages and discussion boards dedicated to individuals attending festivals and music events alone. Recently, academic research has looked at the experiences and choices of solo consumers specifically diners in the hospitality industry (Brown, et al, 2020; Choi, et al, 2020) the motivations for solo travel (Yang 2021) and the anxieties and support networks associated with travelling alone (Karagöz 2021). However, to date, the case of the solo event goer has not been critically explored in the events management literature. According to Bailey and Davidson (2005) there is a need for further research into music events and to begin to understand how these contribute to an individual's emotional well-being. To address the gap in knowledge this study focuses on solo event goers at music events in the UK. The research study aimed to understand the motivates individuals to attend music events alone, their experiences of going alone and how attending a music event alone impacted on their personal wellbeing.

According to Dearn and Price (2016) individuals who attend music events alone are still able to socialise and connect with other individuals attending. Moreover, Pitts and Spencer (2008:229) states that individuals attending music events alone opens up common ground for discussion and the potential for friendship formation and that individuals who attend music events alone have the capability to form friendships and connections through a shared interest, creating the sense of community and belonging. Research has shown that 'engaging with music alone may improve physical health and emotional wellbeing' (Khalifa et al, 2003:374). One of the key attributes of contemporary work on solo consumption has been the link to socialisation, resilience and wellbeing at various stages of the Covid 19 pandemic (Tuzovic et al 202).

For this study primary research was collected through qualitative semi-structured interviews with 15 individuals who all attend music events alone. The findings of the study suggest that attending events solo can positively contribute and improve a persons' personal wellbeing.

That solo event goers gain a sense of escapism, belonging and community which positively contributes to their wellbeing and a perceived better quality of life. Furthermore, that attending music events alone offers a platform for individuals to form short-term and long-term relationships which in turn positively impacts their wellbeing. Throughout the research participants reflected on their resilience in overcoming vulnerabilities and anxieties by stepping out alone.

Keywords: Solo Consumer; Music Events; Wellbeing.

References:
Bailey, B. A., and Davidson, J. W. (2005) 'Effects of group singing and performance for marginalized and middle-class singers', Psychology of Music, 33(3), pp: 269–303.
Brown, L., Buhalis, D. and Beer, S., 2020. Dining alone: improving the experience of solo restaurant goers. International Journal of Contemporary Hospitality Management.
Choi, Suh-hee, Elaine Chiao Ling Yang, and Saloomeh Tabari. "Solo dining in Chinese restaurants: A mixed-method study in Macao." International journal of hospitality management 90 (2020): 102628.
Goodwin, C. and Lockshin, L., 1992. The solo consumer: Unique opportunity for the service marketer. Journal of Services Marketing.
Karagöz, D., Işık, C., Dogru, T. and Zhang, L., 2021. Solo female travel risks, anxiety and travel intentions: Examining the moderating role of online psychological-social support. Current Issues in Tourism, 24(11), pp.1595-1612.
Khalifa, S., Bella, S. D., Roy, M., Peretz, I., and Lupien, S. J. (2003) 'Effects of relaxing music on salivary cortisol level after psychological stress', Annals of the New York Academy of Sciences, 999(1), pp: 374–376.
Perron-Brault, A., De Grandpré, F., Legoux, R., and Dantas, D.C. (2020) 'Popular music festivals: An examination of the relationship between festival programs and attendee motivations', Tourism Management Perspectives, 34, pp: 1-11
Pitts, S. E. & Spencer, C.P. (2008) 'Loyalty and Longevity in Audience Listening: Investigating Experiences of Attendance at a Chamber Music Festival', Music and Letters, 89(2), pp: 227–238.
Tuzovic, S., Kabadayi, S. and Paluch, S., 2021. To dine or not to dine? Collective wellbeing in hospitality in the COVID-19 era. International Journal of Hospitality Management, 95, p.102892.
Wang, X., Wong, Y.D. and Yuen, K.F., 2021. Rise of 'lonely'consumers in the post-COVID-19 era: A synthesised review on psychological, commercial and social implications. International journal of environmental research and public health, 18(2), p.404.
Yang, E.C.L., 2021. What motivates and hinders people from travelling alone? A study of solo and non-solo travellers. Current Issues in Tourism, 24(17), pp.2458-2471.

Kevin Wallace

Approaching the complexities of event project stakeholder management

This research aims to understand the complexities of stakeholder management in festivals and events. As the sector has grown in range, scale and scope with an ever-increasing range of stakeholder considerations, so to has the complexity in planning and delivering them. The ongoing impacts and uncertainties of the Pandemic have only added to this complexity, and highlights the need for greater understanding of complexity management in events which is currently absent in event literature. This research draws on literature from three fields of study –Project management, Stakeholder Theory and Event Management – to identify key elements of complexity for the focal area of event project stakeholder management.

In Project Management, a distinction is made between projects which are complex and complicated, where complicated projects are focused on clear, established and well defined goals, whilst complex projects involve goals or objectives which are not well defined or may which may emerge through the project cycle (Azim et al., 2010). It is also acknowledged that the inherent complexity of stakeholder relationships impacts on project success (Uribe et al., 2018), with Clelland (1985) credited with defining stakeholders in project management as those ". . who have a vested interest in the outcome of the project" (Cleland, 1985).

This definition contrasts with Stakeholder Theory where Freeman (1984) defined stakeholders as "any group or individual who can affect or is affected by the achievement of the firm's objectives" (Freeman, 1984, p.25). Indeed this distinction between Cleland's focus on 'vested interests' and Freeman's wider 'affects' indicates what has now become considered as two threads of stakeholder theory, the instrumental and the normative, also described as the management of stakeholders and the management for stakeholders (Edward Freeman, 2010; Freeman et al., 2007).

Event Management has been described as a series of activities and processes that lead to a planned experience, an experience that is intended, staged or facilitated and dependent upon an audience or participants to be realised (Brown, 2014). Furthermore, with "the definition of an event as an occurrence that has a time element, two or more participants, is planned, and is a unique opportunity" (Dolasinski et al., 2021, p.558-559), the temporary lifespan, complicated and complex planning, and unique nature of events corresponds with the three essential features of a project – it is unique, uses novel processes and is transient with a beginning and an end (Turner and Müller, 2003). It is a type of project.

This inductive research sets out to gain insight from the festival and events sector to develop new theory on complexity management and practice in the sector. Despite having no theoretical models or established practice for complexity management to turn to, event producers and managers have been managing complexity to some degree, drawing on their own experience of what may or may not have been effective for them in the past. This suggests a body of tacit, instinctive or implicit knowledge within the collective learned experience developed through trial and error, that can be explored and made explicit for the sector. Translating such implicit shared experience of the strategies, techniques or ways of working which have been successful in addressing such complexity into explicit understanding of these critical elements and developing tools for the benefit of practitioners will be of significant benefit to the sector. Practitioners in the sector will be engaged to through a mixed-method design using an iterative approach with surveys and interviews to produce a combination of quantitative and qualitative data for analysis.

Initial findings from the literature review indicate a number of key elements of complexity in each of the fields. Furthermore, there are corresponding characteristics to these elements which align along the instrumental and normative lines of stakeholder management. It is expected that further findings will generate insight into understanding these elements and their characteristics and determine whether their instrumental and normative perspectives are considered on a continuum or as 'either or' scenarios (Huemann et al., 2016, Hedaa and Törnroos, 2002) by practitioners in the sector. This research is expected to present new avenues for further exploration and provide insight which can be applied to other related fields.

Keywords: Event management; event stakeholders; stakeholder theory; project management

References:

Azim, S., Gale, A., Lawlor-Wright, T., Kirkham, R., Khan, A., & Alam, M. (2010). The importance of soft skills in complex projects. International Journal of Managing Projects in Business, 3(3), 387–401. https://doi.org/10.1108/17538371011056048

Brown, S. (2014). Emerging Professionalism in the Event Industry: A Practitioner's Perspective. Event Management, 18(1), 15–24. https://doi.org/10.3727/152599514X13883555341760

Cleland, D. I. (1985). A strategy for ongoing project evaluation. Project Management Journal, 16(3), 11–17. https://www.pmi.org/learning/library/strategy-ongoing-project-evaluation-1798

Dolasinski, M. J., Roberts, C., Reynolds, J., & Johanson, M. (2021). Defining the Field of Events. Journal of Hospitality and Tourism Research, 45(3), 553–572. https://doi.org/10.1177/1096348020978266

Edward Freeman, R. (2010). Managing for stakeholders: Trade-offs or value creation. Journal of Business Ethics, 96(June), 7–9. https://doi.org/10.1007/s10551-011-0935-5

Freeman, R. E. (1984). Strategic management: A stakeholder approach. Pitman.

Freeman, R. E., Harrison, J. S., & Wicks, A. C. (2007). Managing for stakeholders: Survival, reputation, and success. Yale University Press. https://books.google.com.au/books/about/Managing_for_Stakeholders.html?id=NJLV1U9gplMC&redir_esc=y

Hedaa, L., & Törnroos, J.-Å. (2002). Towards a Theory of Timing: Kairology in Business Networks. In A. Barbara, S. Ida, & R. Whipp (Eds.), Making Time. Time and Management in Modern Organizations (pp. 31–45). Oxford University Press.

Huemann, M., Eskerod, P., & Ringhofer, C. (2016). Rethink! Project Stakeholder Management. Project Management Institute, 1–4. https://www.pmi.org/learning/library/rethink-project-stakeholder-management-11644

Turner, J. R. (1990). What are projects and project management? (No. 9002; Working Paper Series).

Turner, J. R., & Müller, R. (2003). On the nature of the project as a temporary organization. International Journal of Project Management, 21(1), 1–8. https://doi.org/10.1016/S0263-7863(02)00020-0

Uribe, D. F., Ortiz-Marcos, I., & Uruburu, Á. (2018). What is going on with stakeholder theory in project management literature? A symbiotic relationship for sustainability. Sustainability (Switzerland), 10(4). https://doi.org/10.3390/su10041300

Kyriaki Glyptou

Exploring the attributes of event resilience: A content case on academic events

Over the years, the event sector has been at the forefront of experiencing the implications of crises and turbulence at the hosting destinations. The extent, duration and severity of these implications have manifested in the viability of events and their adapting ability to address externalities and bounce forward in the face of adversity and uncertainty (Getz and Page, 2016). To date, the majority of studies prioritise the socio-economic value of events and strongly attach their resilience to the recovery of the destination and the cooping ability of the stakeholders responsible for their delivery and organisation (Spracklen and Lamond, 2016). Still, the internal systemic dynamics that dictate an event's responding and adapting behaviour to an externality at an operational level remain rather unexplored.

This study adopts a systems thinking approach to explore the dynamic interface of interacting elements, attributes and actors that dictate an event's identity, structure and behaviour, as grounding foundations of its operational resilience. Systems Theory was introduced by Ludwig Von Bertalanffy in the 1950s to advance the understanding that a whole (a system) is greater than the sum of its parts and that achieving a system equilibrium entails its ability to self-organise, adapt and evolve (Meadows, 2008). Within these research boundaries, resilience is conceptualised as the capacity of a system to absorb disturbance and bounce forward subject to external perturbations, hence the concepts of adaptability and transformability are core to resilience thinking.

System and resilience thinking have not been extensively adopted in the events industry. This paper proposes an exploration of both concepts in the context of academic events (e.g. academic conferences and symposiums). Academic events, are a special category of business events, focused around the knowledge production process of individual scholars (Hansen et al., 2020). In the majority of cases, academic events are not destination-attached but instead comprise of a number of attributes (e.g. academic representation; industry collaboration; networking opportunities) and stakeholders with a varying degree of involvement (e.g. participant; attendee; accompanying person; organiser). Hence, they offer an optimum setting to explore the multi-variate and multi-layered event system dynamics from the perspective of operational resilience detached from the host destination. Data were collected through a structured qualitative research on the various categories of academic event stakeholders during November-December 2021.

The paper aims to primarily offer an empirically grounded exploration of resilience thinking in the events sector and as such contribute to the theoretical underpinnings of the concept around enablers and inhibitors of operational event resilience. From a managerial perspective, the research aims to inform event design and innovation to enhance the operational resilience of academic and business events in an everchanging world.

Keywords: Systems Thinking; Resilience Thinking; Academic Events; Business Events; Event Resilience

References:

Folke, C., Carpenter, S. R., Walker, B., Scheffer, M., Chapin, T., & Rockström, J. (2010) Resilience thinking: integrating resilience, adaptability and transformability. Ecology and society, 15(4).

Getz, D., & Page, S. J. (2016) Event studies: Theory, research and policy for planned events. London: Routledge. https://doi.org/10.4324/9781315708027

Hansen, T.T., Pedersen, D.B., & Foley, C. (2020) Academic Events: An empirically grounded typology and their academic impact. Event Management, 24, 481-497.

Meadows, D. H. (2008). Thinking in systems: A primer. Chelsea Green Publishing.

Spracklen, K., & Lamond, I.R. (2016) Critical Event studies (1st ed.). London: Routledge. https://doi.org/10.4324/9781315690414

Von Bertalanffy, L. (1950) An outline of general system theory. British Journal for the Philosophy of science.

Benedetta Piccio

Edinburgh: The world's leading festival city. But what about gender equality?

This presentation focuses on Edinburgh, considered the world's leading festival city (Edinburgh Festival City, 2021), and the situation of women working in arts festivals. It explores the working environment for women and whether gender equality is reached in Edinburgh arts festivals. This study is situated within a PhD project titled Women, festival leadership and social transformations: the case of Edinburgh, the world's leading festival city, which investigates the working conditions of women leaders and the challenges they might face in arts festivals, in Edinburgh. One of the research aims is to indicate opportunities and barriers to women achieving leadership positions in arts festivals and what specific issues they might face in their career path.

Edinburgh has been chosen as the context of this study as it is the world's leading festival city (Edinburgh Festival City, 2021). Annually, Edinburgh festivals generates £280 million, creating 5,660 jobs and attracting 6.32 million visits providing 570,000 full time equivalent jobs (ETAG, 2016). It has more than 3,000 events; more than 25,000 performers, 4.5 million attendances and people coming from 70 countries worldwide (Edinburgh Festival City, 2021). And in general, the event industry contributes to an estimated $42.3 billion (£32.75 billion) to the U.K. economy (Conference & Incentive Travel, 2016).

Moreover, it can be also said that in the UK the festivals sector is a female-dominated industry in numerical terms. Women represent between 60% and 70% of employees (Dashper, 2017). This figure aligns with the number of women who enrol in undergraduate and postgraduate Event Management degrees at universities in the UK. This is a very high proportion, accounting for almost 90% of the students (Thomas, 2017). Despite these numbers, men continue to occupy a higher proportion of senior roles and positions of influence, with less than 20% of women occupying senior management and board positions in the event industry (Dashper, 2017). These figures underline the need to create a discussion around the reasons behind this mismatch between the high numbers of women graduated and working in events and their low presence in high roles.

The approach taken in this study is interdisciplinary. The literature review, indeed, looks at three different areas. Firstly, it studies leadership management, with a specific attention to women leadership (e.g.: Yaghi, 2018; Hoyt & Simon, 2018), event leadership (Abson, Firth & Tattersall, 2021), and the new leadership styles, namely collective styles (e.g.: Yammarino et al., 2012; Zhu, Liao, Yam & Johnson, 2018). Secondly, feminist studies are another important area of this research. The focus is on feminist movements, the waves (Cullen & Fischer, 2014), and their impact on labour, gender equality, society, and women' rights (e.g.: Weldon, 2019; Kantola & Lombardo, 2017). Finally, the third area of study is the management of arts festivals. This is done with particular interest to understand festivals as tool to assess the social transformations taking place (Laing & Mair, 2015). The case study is Edinburgh and the multitude of arts festivals taking place every year.

This study is underpinned by a feminist research methodology (McHugh, 2014), and data collection is done with qualitative methods (Doucet & Mauthner, 2008). Semi structured interviews with women who have worked or are working in arts festivals in Edinburgh will take place (Brinkmann, 2014). To this, photo-elicitation (Matteucci, 2013) and photo-voice (Fairey, 2017) will be employed to give room to women to share their voices and experiences on gender equality in festivals and what festival leadership style is for them.

In conclusion, this study aims at understanding whether Edinburgh not only is the world's leading festival city for its festival success and economic power, but if it can also be a worldwide example for gender equality in festivals. The goal is also to provide a space for women workers in festivals to have their voice heard and to tell their own stories. This is the first study of its type in Edinburgh and an initial analysis of the findings will be presented at this conference.

Keywords: events and festivals management; leadership management; women leadership; collective leadership; gender equality; feminist studies; Edinburgh festival city; feminist research; qualitative methods; photo-elicitation

References:

Abson, E., Firth, M., & Tattersall, J. (2021). Event leadership: theory and methods for event management and tourism. Oxford: Goodfellow Publishers, Limited.

Brinkmann, S. (2014). Unstructured and Semi-Structured Interviewing. In P. Leavy (Ed.). The Oxford handbook of qualitative research. Oxford, UK: Oxford University Press.

Conference & Incentive Travel. (2016). State of The Industry Report 2016. Retrieved from http://offlinehbpl.hbpl.co.uk/NewsAttachments/OIC/STATEOFTHEINDUSTRY2016.pdf

Cullen, P., & Fischer, C. (2014). Conceptualising Generational Dynamics in Feminist Movements: Political Generations, Waves and Affective Economies. Sociology Compass, 8(3), 282–293. https://doi.org/10.1111/soc4.12131

Dashper, K. (2017). Confident, focused and connected: The importance of mentoring for women's career development in the events industry. Journal of Policy Research in Tourism, Leisure and Events, 10(2), 134-150.

Doucet, A. & Mauthner, N. (2008). Qualitative interviewing and feminist research. In The SAGE handbook of social research methods (pp. 328-343). SAGE Publications Ltd, https://www.doi.org/10.4135/9781446212165

Edinburgh Festival City. (2021). World Leading Festival City. Retrieved from https://www.edinburghfestivalcity.com/the-city

ETAG. (2016). Tourism in Edinburgh. Key Figures. Retrieved from https://www.etag.org.uk/wp-content/uploads/2016/11/Facts-and-Figures-2016-Final.pdf

Fairey T. (2017). Whose photo? Whose voice? Who listens? 'Giving,' silencing and listening to voice in participatory visual projects. Visual Studies 33(2): 1–16.

Kantola, J., & Lombardo, E. (2017). Feminist political analysis: Exploring strengths, hegemonies and limitations. Feminist Theory, 18(3), 323-341.

Hoyt, C.L., & Simon, S. (2018). Gender and Leadership. In P, Northouse (Ed.). Leadership: Theory and practice (Seventh edition, International student ed.). Los Angeles: SAGE.

Laing, J., & Mair, J. (2015). Music Festivals and Social Inclusion – The Festival Organizers' Perspective. Leisure Sciences, 37(3), 252-268.

Matteucci, X. (2013). Photo elicitation: Exploring tourist experiences with researcher-found images. Tourism Management, 35, 190-197.

McHugh, M.C. (2014). Feminist Qualitative Research: Toward Transformation of Science and Society. In Leavy, P. (Ed.). The Oxford handbook of qualitative research. Oxford, UK: Oxford University Press.

Thomas, R. (2017). A remarkable absence of women: A comment on the formation of the new Events Industry Board. Journal of Policy Research in Tourism, Leisure and Events, 9(2), 201-204.

Yammarino, F., Salas, E., Serban, A., Shirreffs, K., & Shuffler, M. (2012). Collectivistic Leadership Approaches: Putting the "We" in Leadership Science and Practice. Industrial and Organizational Psychology, 5(4), 382-402. doi:10.1111/j.1754-9434.2012.01467.x

Yaghi, A. (2018). Glass Cliff or Glass Prison: Think Evil-Think Men in Organizational Leadership. International Journal of Public Administration, 41(12), 998–1008. https://doi.org/10.1080/01900692.2017.1317800

Weldon, S.L. (2019). Power, exclusion and empowerment: Feminist innovation in political science. Women's Studies International Forum, 72, pp.127–136.

Zhu, J., Liao, Z., Yam, K. C., & Johnson, R. E. (2018). Shared leadership: A state-of-the-art review and future research agenda. Journal of Organizational Behavior, 39(7), 834-852.

Martinette Kruger and Adam Viljoen

Profiling the literary arts festival market in South Africa

While literary arts festivals play a prominent role in enhancing the arts in developing countries such as South Africa, the market attracted to these types of festivals has, to date, received little to no research attention (Lötter, 2012; Kruger, 2019). To fill the gap in the current literature regarding the literary arts festival market in developing countries, this research aims to apply market segmentation and profile visitors to a South African literary festival. Understanding the market's needs is paramount for the success of any festival, and hence the importance of market segmentation. Market Segmentation Theory – MST (Dickson & Ginter, 1987) acknowledges the utility of heterogeneity in consumers based on subjective (psychographic) factors, hence exploiting their differences as a basis for clustering them based on a set of discernible homogenous characteristics (Dolnicar, 2022). By doing this, a clearer understanding of homogenous groups can be identified, targeted, and marketed efficiently to increase the number of visitors attending the festival and cater adequately to festival attendees' diverse needs (Dolnicar et al., 2016; Kruger & Saayman, 2017).

The Toyota US Woordfees (hereafter referred to as Woordfees [directly translated into “a festival a words”) is one of the country’s most significant literary and arts festivals, hosted (pre-COVID-19) annually in March in Stellenbosch (Western Cape Province). The festival is devoted to enhancing literary arts in Afrikaans (one of the 11 official languages in South Africa) and celebrates Afrikaans literature and arts. However, due to the multi-ethnic composition in South Africa, the festival has also initiated language appreciation opportunities for other official languages. A quantitative study employing convenience sampling through a self-administered questionnaire was conducted in 2020. Data were collected at various venues during the festival period (6-14 March), and 482 questionnaires were included in the analysis. Exploratory Factor Analysis (EFA) and Two-step Cluster Analysis [Schwarz's Bayesian Information Criterion] were applied to the data. The EFAs extracted three visitors’ motives (arts development, escape and socialisation and festival distinctiveness) and one loyalty factor (festival loyalty). Respondents were also asked about their perceptions of the festival, and four factors were identified (hedonic and cultural enhancement, economic and community enhancement, brand and identity enhancement and infrastructure and cityscape enhancement).

A two-cluster solution emerged from the analyses, with the four perception factors, festival loyalty and motives having the highest predictive importance amongst all the variables. The length of stay (number of days and nights in the area), gender, previous visits to the festival, and group size also had relatively high predictive importance in defining differences amongst the two clusters. Although both clusters had a high rated level of loyalty, the Literary loyalists have more loyal and exhibited increased support towards the uniqueness of the festival and the development of the host city. The Literary escapists were highly motivated by escape and socialisation and acknowledged the socio-economic importance of the festival for the host city.

This study serves as baseline research for Woordfees and other festivals to understand the literary arts festival market dynamics and satisfy visitors' needs and expectations. The results indicate heterogeneity amongst the segments regarding their perceptions of the festival, implying that a one-size-fits-all strategy approach will not be viable to enhance the possible contributions of the festival. It should be noted that both clusters support arts development and the associated hedonic and cultural enhancement offered by the festival. The results also reveal that brand and identity enhancement is still lacking, which opens the potential for rebranding by focusing on the other enhancement perceptions for the different markets. Thus, the findings support a multi-pronged approach to identify the most lucrative market in terms of behaviour and develop marketing and management strategies to positively influence the other segments' behaviour.

Keywords: market segmentation; literary arts festival; typology; festival visitors; South Africa

References:

Dickson, P. R., & Ginter, J. L. (1987) Market segmentation, product differentiation, and marketing strategy. Journal of marketing, 51(2), 1-10.

Dolnicar, S. (2022) Segmentation. In: Buhalis, D. (Ed.) Encyclopedia of Tourism Management and Marketing. Cheltenham, England: Elgar Online.

Dolnicar, S., Grün, B., & Leisch, F. (2016) Increasing sample size compensates for data problems in segmentation studies. Journal of Business Research, 69(2), 992-999.

Kruger, M. (2019) Festival loyalty to a South African literary arts festival: action speaks louder than words!. International Journal of Event and Festival Management, 10(2), 189-206.

Martinette Kruger and Adam Viljoen

A typology of visitors to a beauty exhibition in South Africa

Exhibitions not only form part of creative events; they are also one of the four key components of the business tourism sector and are classified as a form of business tourism meetings (Getz & Page, 2020). Exhibitions are defined according to the market or visitors they target (BVEP, 2014). As such, exhibitions may be business-to-business (B2B), business-to-consumer (B2C), or public/trade exhibitions that attract both types of visitors (Rogers, 2003). B2B exhibitions are aimed primarily at those working in a particular trade sector and serve as a meeting place to fulfil a multitude of business objectives (BVEP, 2014). Public exhibitions are aimed at the general public or focused on consumer groups, while a combination of trade and public exhibitions allows trade representatives and consumers to meet amongst one another (BVEP, 2014). Thus, expositions, exhibitions, trade shows and fairs can serve the businesses and the consumer realm (Beier & Damböck, 2011).

McCoy and Du Plessis (2000) found that exhibitions play an essential role in the marketing mix of businesses in South Africa and that exhibitions are a powerful sales tool for penetrating new markets. Reynolds (2008) identified that exhibitions are vital for growing business tourism in South Africa. Reynolds (2008) also noted that little academic research exists in this field in South Africa. Likewise, Rogerson (2005) stated that the 'developing world as a whole had been a limited focus for research on business tourism, not least the continent of Africa, which has received no scholarly attention'. Swarbrooke and Horner (2016) also raised similar concerns by stating that there is a general lack of literature and reliable statistics in the field of business tourism. To recognise the value of business tourism, it is necessary to understand the industry's inner workings through research (Reynolds, 2008).

Limited academic research has analysed the market characteristics and behaviour of visitors attending exhibitions in South Africa. In this respect, marketing analysis and market segmentation are powerful tools as it provides knowledge of visitor identities and enables an understanding of the relationship between the characteristics of events and their visitors (Schlager & Christen, 2022). Consumers are likely to have different motivations for attending exhibitions and exhibit various forms of behaviour than industrial buyers. Analysing visitors and identifying their specific needs and behaviours enables organisers to develop strategic and efficient marketing strategies and, ultimately, ensure long-term economic viability in an increasingly competitive marketplace (Dolnicar, 2020). Gaining a competitive advantage by knowing one's target market is especially crucial for exhibitions in South Africa that compete against one another for sponsorships, venues, visitors and revenues.

To fill the gap in the literature, this research applied a multi-segmentation approach to develop a typology of visitors attending The Beauty Revolution Festival in South Africa. While the event is branded as a festival, it is a combination of a trade and public exhibition. The exhibition allows visitors to meet and greet makeup artists, beauty start-ups, bloggers, Insta-stars, hairstylists, hair and beauty brands and retailers. The visitor questionnaire was distributed (13 and 14 March 2020) through simple random sampling within stratified sampling. A total of 425 visitor questionnaires were completed. Exploratory factor analysis identified visitors' motives to attend (novelty and beautification, escape and socialisation, lifestyle enrichment), loyalty towards the event (loyalty intentions) and satisfaction (exhibitionscapes). The cluster analysis revealed three distinct market segments (Beauty addicted, Beauty curious and Beauty novice) and provided practical contributions to future festival management and marketing. This was one of the first studies to research the exhibition market in South Africa. This research, therefore, makes a distinct contribution by expanding the literature on the needs of this neglected market. The research made several conclusive findings regarded as lessons learned for researchers, exhibition marketers, and organisers.

Keywords: market segmentation; exhibition; typology; beauty exhibition; exhibition visitors; South Africa

References:

Beier, J. & Damböck, S. (2011) The role of exhibitions in the marketing mix. https://www.ufi.org/archive/ufi-online-course/UFI_education.pdf [Accessed: 27 January 2022].

BVEP (British Visits and Event Partnership). (2014) Events are Great Britain: a report on the size and value of Britain's events industry, its characteristics, trends, opportunities and key issues. http://www.businessvisitsandeventspartnership.com/epub/bfe/files/assets/basic-html/page37.html [Accessed: 27 January 2022].

Dolnicar, S. (2020). Market segmentation analysis in tourism: a perspective paper. Tourism Review, 75(1), 45-48.

Getz, D., & Page, S. (2020) Event studies: theory, research, and policy for planned events. 4th ed. Abingdon, Oxon; New York, NY: Routledge.

McCoy, S. & Du Plessis, P.J. (2000) The role of exhibitions in the marketing mix in South Africa. South African journal of economic and management sciences (SAJEMS), 3(3), 459-468.

Reynolds, J.H. (2008) The significance of the business tourism sector in South Africa: the role of exhibitions. Johannesburg: University of the Witwatersrand. (Thesis – PhD).

Rogers, T. (2003) Business tourism briefing: an overview of the UK's business tourism industry. London: Business Visits and Events Partnership.

Rogerson, C.M. (2005) Conference and exhibition tourism in the developing world: the South African experience. Urban forum, 16(2-3), 176-195.

Schlager, T., & Christen, M. (2022) Market Segmentation (pp. 939-967). Springer.

Swarbrooke, J. & Horner, S. (2016). Business travel and tourism. [Place of publication not identified]: Routledge

Jonathan Skinner

Reharbouring heritage with the rising from the depths network: UN SDGs, intangible cultural heritage, and the festival of the sea in Sainte Luce, Madagascar

A festival, whether international, national or local, is the ideal capacity builder in the community. This paper examines the festival event as an opportunity to build capacity, as well as develop critical policy and UN SDGs, and highlight urgent sustainability issues in a region targeted for social development. Specifically, in this paper we report on a recent AHRC/Global Challenges Research Fund innovation project (2018-2020) that uses the establishment of a Festival of the Sea to "reharbour heritage" and highlight sustainable development goals in one of Madagascar's poorest conservation zones. The Festival took place in lobster fishing community Sainte Luce, June 2019, and used the participatory arts to research, test, challenge and apply marine cultural heritage as an intangible resource and vehicle for developing sustainable livelihoods with vulnerable Antanosy coastal people in the south east Anosy region of Madagascar.

The project involved university partnering with strategic local NGO SEED Madagascar to best engage local communities with ethnographic and applied practice-based arts linked with and showcased through a Festival of the Sea. Participants came together in democratic, egalitarian and sustainable engagements facilitated and co-developed by UK and Malagasy artists to develop living marine cultural heritage capacities as a resilience and resource for the future. The Festival event was used as an effective local event responding to SDG manifesto points with creative community arts-based research practice: it was delivered from the ground-up as empowering creative living marine cultural heritage responses to local community-identified issues surrounding food security and tensions between traditional and modern lobster fishery management. The co-production of knowledge, skills sharing, and knowledge exchange between artists from the UK and Madagascar was a specific feature of this project as they danced, made films, and created tie-dyes by day, and listened to local music and watched traditional dance troupes in the evenings. The festival highlight was a carnival parade through the villages to the sea to open the event. This paper covers the inception and partnership phases of the project, its delivery, and its subsequent and on-going evaluation for impact.

Key findings attest to the participatory approach in festival design and implementation. The festival developed UN SDG goals, and raised the profile of sustainable conservation work in the region with NGO 'SEED Madagascar' through the promotion and celebration of best practice lobster fisheries management. The music, dance, arts and crafts festival was delivered from the ground-up as an empowering and creative response to community-identified issues surrounding food security and tensions between traditional and modern lobster fishery management. The project rested upon indigenous maritime cultural heritage practices and extended conceptualisations of heritage to include living marine cultural heritage as a tool for adaptive resilience in the face of adversity.

Keywords: Intangible cultural heritage; Madagascar; festival, conservation; UN SDGs; participatory arts

Emmanouil Papavasileiou, Dimitrios Stergiou, Andreas Papatheodorou and Anna Farmaki

Shades of gray in tourism research: A systematic literature review of generational diversity in air transport workforce

Over the past 20 years, a great deal of tourism research has been devoted to air transport because of the industries' interlocking system and inextricable linkage (Papatheodorou, 2021; Smith et al., 2021). Each field of inquiry, tourism and air transport, is informed independently by economics, geography, marketing and management creating numerous opportunities for scholarly cross-fertilistaion (Duval, 2013). Yet, the workforce remains a neglected research domain as it is evidenced by the classifications of topics addressed in the relevant literature reviews. For example, Papatheodorou's (2021) most recent review examined the airline-airport-tourism destination authority systemic relationship, highlighting key features of each stakeholder and providing a total of 10,554 related intra- and inter-stakeholder possible relationships, covering all the above disciplines. Interestingly, none of the possible relationships involved the workforce of the airlines-airport and/or tourism destination authorities. Likewise, Spasojevic et al's. (2018) systematic review of air transport literature as it is related to tourism from 2000 to 2014 reveals seven themes none of which can be linked directly to the workforce with the exception of Management. In fact, the workforce themes have been subsumed into classifications such as "crews" or "cabin crews" which hardly does justice to this field of research, given that themes such as "Passengers" "Alliances" and "Airports" merit separate clusters. This narrow focus on workforce does not align with the new ways of working and the future of the industry. The International Air Transport Association recommends that as new technologies and value shifts change how and why people work, the industry will need to invest in skills for future aviation leaders and workers as well as to communicate the benefits of working in the sector (IATA, 2018; p.55). Such workforce investments, in turn, encourage the development of a professionalised workforce with the capacity to adapt and respond to new and changing circumstances, such as the Covid-19 pandemic, and therefore strengthen the resilience of air transport employees and organisations (Sun et al., 2021).

In this paper we set about qualifying this contention of narrow focus by positing the reason as partially due to the tendency of relevant literature reviews to rely purely on peer-reviewed articles, the so called 'white literature' (Adams et al., 2017, p. 432). It is commonly agreed that the peer review process provides the opportunity to reduce the number of errors and to serve as a self-regulating selection tool signalling the level of quality for the readership (Rodríguez et al., 2019). However, scholars are increasingly recognizing instances where it seems appropriate to broaden the evidence search beyond the limits of academic journals to incorporate 'grey literature' including the study of gender issues (Je et al., 2020) and sexual violence in tourism organisations (Ram, 2021), medical tourism (Xu et al., 2021) and tourism entanglement with colonialism among others (Grimwood et al., 2019).

We argue and substantiate the case that incorporating grey literature – the diverse and heterogeneous body of material available outside, and not subject to, traditional academic peer-review processes such as theses (Bachelor, Honours, Masters, and Doctoral), conference papers and government departments reports (Adams et al., 2017) – into the study of air transport workforce as it relates to tourism is also appropriate to broaden our understanding of the topic.

Against this background, the aim of this paper is to extend the engagement of tourism research with this line of inquiry by offering the first literature review of air transport workforce as it relates to tourism through the lens of generational research. To accomplish this aim we set four research objectives: first, develop a conceptual framework to accommodate the bundle of the tourism, air transport and generational research; second, apply a rigorous and transparent approach in identifying the relevant literature; third, illustrate the evolution and trends of the identified literature; and fourth, develop an evidence base of single and multigenerational studies.

Accordingly, we make the following three contributions to the literature: First, we introduce a conceptual framework that provides the opportunity to examine generational diversity within the air transport workforce as it relates to tourism. It is a three-dimensional framework shaped by (a) Baum et al.'s (2016) tourism workforce taxonomy, (b) Papatheodorou's (2021) proximity scale of relevance between air transport services and tourism and (c) generational theory expressed through the social forces and the cohort perspectives. In doing so we address the recent call from Kock et al. (2020) for more original and 'courageous' research by bridging academic disciplines – in this case generational, tourism and air transport literature.

Second, we apply a systematic approach to guide our inquiry – more specifically, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020; Page et al., 2021). It is a protocol-based process that provides audit trails of how the relevant literature was identified, screened, assessed for eligibility, and included in the review to guarantee the transparency, replication and quality of the process (Papavasileiou & Tzouvanas, 2021). In this way we respond to the "urgent need for consistency of systematic reviews in the field" (Pahlevan-Sharif et al., 2019, p.16).

Third, we offer an up-to-date review of the trajectory and the context of extant literature on the topic incorporating a significant amount of new research that has accumulated – or has been omitted - since the publication of prior reviews of air transport literature as it relates to tourism (i.e., Duval, 2013; Papatheodorou, 2021; Spasojevic et al., 2018). We therefore answer to Papatheodorou's (2021, p. 14) call for future researchers to "follow a reductionist/ pragmatic approach by focusing on specific areas of interest from the 10,554 cases and/or comparing those to what is covered in extant literature (including systematic literature reviews) to identify possible gaps".

Keywords: Generations; PRISMA; generational differences; grey literature; airlines; air transport

References:
Adams, R. J., Smart, P., & Huff, A. S. (2017). Shades of Grey : Guidelines for Working with the Grey Literature in Systematic Reviews for Management and Organizational Studies. 19, 432–454. https://doi.org/10.1111/ijmr.12102

Duval, D. T. (2013). Critical Issues in Air Transport and Tourism. Tourism Geographies, 15(3), 494–510. https://doi.org/10.1080/14616688.2012.675581

Grimwood, B. S. R., Stinson, M. J., & King, L. J. (2019). Annals of Tourism Research A decolonizing settler story. 79(August), 1–11.

IATA - The International Air Transport Association. (2018). FUTURE OF THE AIRLINE INDUSTRY 2035.

Je, J. S., Khoo, C., & Chiao Ling Yang, E. (2020). Gender issues in tourism organisations: insights from a two-phased pragmatic systematic literature review. Journal of Sustainable Tourism. https://doi.org/10.1080/09669582.2020.1831000

Kock, F., Assaf, A. G., & Tsionas, M. G. (2020). Developing Courageous Research Ideas. Journal of Travel Research. https://doi.org/10.1177/0047287519900807

Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D.,

Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., … Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. Systematic Reviews, 10(1).

Pahlevan-Sharif, S., Mura, P., & Wijesinghe, S. N. R. (2019). A systematic review of systematic reviews in tourism. Journal of Hospitality and Tourism Management, 39(March), 158–165. https://doi.org/10.1016/j.jhtm.2019.04.001

Papatheodorou, A. (2021). A review of research into air transport and tourism:: Launching the Annals of Tourism Research Curated Collection on Air Transport and Tourism. Annals of Tourism Research, 87, 103151. https://doi.org/10.1016/j.annals.2021.103151

Papavasileiou, E. F., & Tzouvanas, P. (2021). Tourism Carbon Kuznets-Curve Hypothesis: A Systematic Literature Review and a Paradigm Shift to a Corporation-Performance Perspective. Journal of Travel Research, 60(4), 896–911.

Ram, Y. (2021). Metoo and tourism : a systematic review. Current Issues in Tourism, 24(3), 321–339. https://doi.org/10.1080/13683500.2019.1664423

Rodríguez, I., Makkonen, T., & Williams, A. M. (2019). Annals of Tourism Research Peer review assessment of originality in tourism journals : critical perspective of key gatekeepers. 77(January), 1–11. https://doi.org/10.1016/j.annals.2019.04.003

Smith, W. E., Cohen, S., Kimbu, A. N., & de Jong, A. (2021). Reshaping gender in airline employment. Annals of Tourism Research, 89, 103221.

Spasojevic, B., Lohmann, G., & Scott, N. (2018). Air transport and tourism–a systematic literature review (2000–2014). Current Issues in Tourism, 21(9), 975–997.

Van Beurden, J., Van De Voorde, K., & Van Veldhoven, M. (2021). The employee perspective on HR practices: A systematic literature review, integration and outlook. International Journal of Human Resource Management, 32(2), 359–393.

Xu, Q., Purushothaman, V., Cuomo, R. E., & Mackey, T. K. (2021). A bilingual systematic review of South Korean medical tourism : a need to rethink policy and priorities for public health? 1–17.

Anna Farmaki and Dimitrios Stergiou

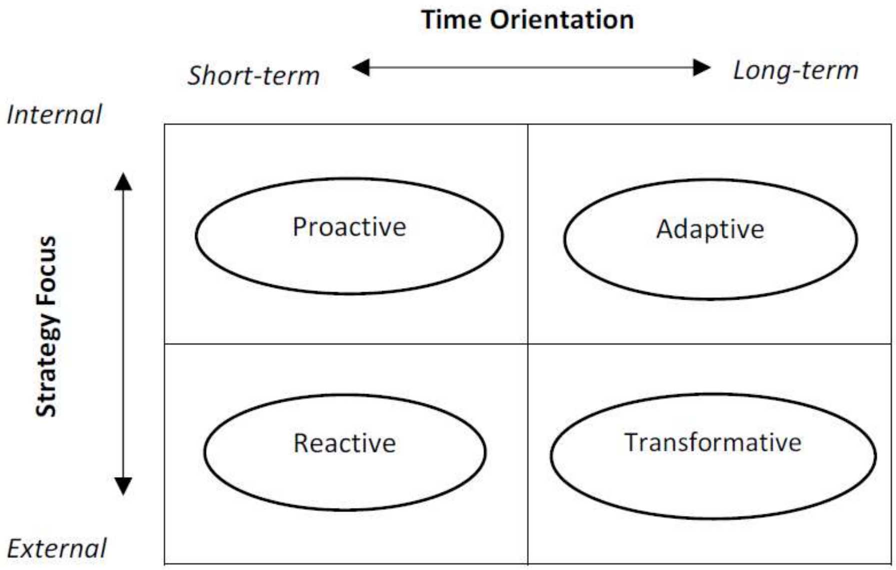
CSR as a resilience tactic during the COVID-19 pandemic: Insights from the hotel sector

The adoption of Corporate Social Responsibility (CSR) has become commonplace in the hospitality industry. In particular, many hotels view CSR as a competitive necessity that offers numerous benefits including improved financial performance and stronger stakeholder relationships (Ghaderi et al., 2019; Kucukusta et al., 2019). The importance of CSR is elevated at times of crises, as CSR activities have been argued to provide protective effects against stakeholder perceptions at times of uncertainty (Shin et al., 2021). COVID-19 is the most recent example of an external crisιs that has not only impacted global tourism by bringing travel to a standstill but has exerted tremendous effects on the operations and strategies of hospitality and tourism companies. In this context, it has been argued that the pandemic also offered a great opportunity for businesses to (re)develop their CSR practices (Aguinis et al., 2020; Carroll, 2021) and move towards a more genuine and authentic CSR that addresses urgent global social and environmental challenges (He and Harris, 2020). Indeed, as Crane and Matten (2020) stated, COVID-19 highlighted the social obligations of businesses. For instance, how companies dealt with staff, served customers and contributed to containing the spread of the virus emerge as significant in understanding the potential resilience tactics of companies during the pandemic.

Drawing from the COVID-19 pandemic, this study aims to examine the responses of hotels to the challenges brought about by the pandemic. In doing so, we follow a qualitative research approach and performed interviews with hotel managers based on the island of Cyprus. Cyprus has been highly affected by the COVID-19 pandemic as it relies on tourism for economic survival. Specifically, tourist arrivals to Cyprus decreased by 83.4% in 2020 (the peak of the pandemic) leading to a subsequent 90% fall in tourism revenue (Farmaki and Pappas, 2021). As such, Cyprus offers an interesting context for studying hotel responses to COVID-19. Overall, 12 interviews were performed with managers of 3*, 4* and 5* hotels on the island. The sample was selected based on purposive sampling with industry experience, position and knowledge of the subject being key selection criteria. Data were analysed using thematic analysis (Braun and Clarke, 2006) whereby three rounds of coding were employed as prescribed by Gioia et al. (2013).

Although analysis is still ongoing, preliminary findings indicate that hotel managers adopted a series of response strategies to withstand the pandemic. These strategies can be categorised into four distinct areas in accordance to their time orientation and internal/external focus and labelled as reactive, proactive, adaptive and transformative (figure 1). Evidently, significant theoretical and practical implications may arise that will not only advance existing knowledge on CSR as a crisis management tool in the hospitality sector but also enable managers to incorporate CSR in their crisis contingency plans.

Figure 1: Resilience tactics



Keywords: CSR; Covid-19; Resilience; Hotels

References:

Aguinis, H., Villamor, I. and Gabriel, K.P. (2020). "Understanding employee responses to COVID-19: a behavioral corporate social responsibility perspective". Management Research: Journal of the Iberoamerican Academy of Management. Ahead-of-print.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, 3(2), pp. 77-101.

Carroll, A.B., (2021). "Corporate social responsibility (CSR) and the COVID-19 pandemic: organizational and managerial implications". Journal of Strategy and Management. Vol. 14 No. 3, pp. 315-330.

Crane, A., and Matten, D. (2020). "COVID-19 and the future of CSR research". Journal of Management Studies.

Farmaki, A., & Pappas, N. (2021). Poverty and tourism decision-making: a chaordic perspective. International Journal of Contemporary Hospitality Management. Ahead-of-print.

Ghaderi, Z., Mirzapour, M., Henderson, J. C., & Richardson, S. (2019). Corporate social responsibility and hotel performance: A view from Tehran, Iran. Tourism Management Perspectives, 29, pp. 41-47.

Gioia, G. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. Organizational Research Methods, 16(1), pp. 15-31.

He, H. and Harris, L., (2020). "The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy". Journal of Business Research, Vol. 116, pp.176-182.

Kucukusta, D., Perelygina, M., & Lam, W. S. (2019). CSR communication strategies and stakeholder engagement of upscale hotels in social media. International Journal of Contemporary Hospitality Management, 31(5), pp. 2129-2148.

Shin, H., Sharma, A., Nicolau, J. L., & Kang, J. (2021). The impact of hotel CSR for strategic philanthropy on booking behavior and hotel performance during the COVID-19 pandemic. Tourism Management, 85, 104322.

Ekaterina Chevtaeva, Roman Egger, Barbara Neuhofer and Mattia Rainoldi

Engaging with workation online: Social media marketing communication touchpoints

Purpose

Due to increased flexibility with workplace arrangements, a growing number of remote employees have engaged in leisure travel activities with no interruption from their duties. The term 'Workation' is a combination of concepts - work and vacation - in comparison with other types of remote work trips, it involves staying in a resort area that includes working from hotel premises or coworking spaces (Matsushita, 2021) The phenomenon of workation is still in the early stages of development hence limited research has been conducted.

Advancing the workation market is an innovative strategy during the period of COVID-19 resilience, as it allows to open up the regions for a segment of remote workers and attract them to the destination while it is closed for traditional tourists. Several destinations have already established special visas for remote workers (e.g., Barbados, Portugal) (Chevtaeva & Denizci-Guillet, 2021). In general, these destinations' social media accounts have limited amounts of an engaged audience on social media (Bokunewicz & Shulman, 2017). Meanwhile, the reference to a workation has been actively used and promoted online by travel influencers and hospitality businesses. However, destinations, even those that target remote workers, have somehow not yet engaged in promoting this travel trend on their social media platforms. Destinations that target remote workers may benefit further and gain more profit for the hospitality business by promoting this travel style.

Brand-generated content (BGC) via social media is a valuable form of marketing communication to generate online activity and enforce engagement (Femenia-Serra et al., 2022). One of the recognised benefits of advancing social media is in reaching out to the segment of millennials and Generation Z (Barbe & Neuburger, 2021; Childers & Boatwright, 2020). For an emerging trend of workation, online marketing communication has been one of the key channels to attract customers, as this segment refers to the key potential audience of workation offers. At the same time, the level of skepticism towards advertisings online and partnered promotions is high among digital natives (Djafarova & Bowes, 2021).

Due to the increased consumer sophistication and social media development, brands should build more intimate relationships with target audiences through social media (Soedarsono et al., 2020). Therefore, the strategies to engage with product's content shall be examined to improve outreach and brand attachment further. Current research focuses on identifying critical digital communication strategy touchpoints that facilitate engagement with the under researched phenomenon of workation.

Methodology

Data was collected from Instagram using Phantombuster software in November 2021. First, all posts in English language under the hashtag #workation were gathered (47995 posts). Further, only posts with the outreach of over 100 likes per post were selected, as the research focuses on communication with a high level of engagement (797 posts); most posts belonged to influencers or business accounts. Lastly, duplicated posts were eliminated, resulting in the final of 406 posts. Then, data were inductively analysed with Nvivo 12 qualitative analysis software, through which the posts were gradually classified into themes.

Findings

In terms of social media engagement, the hashtag #workation within our dataset was most often used with #travel, #staycation, #incredibleindia, #travelphotography, #wanderlust. Key five themes were uncovered by the content analysis and presented in Table 1.

Table 1 Emerged themes in workation posts

#	Theme	Quote
1	Nature (mountains, beaches, sunsets)	*"Enjoy an uninterrupted vacation gazing at the most scenic views surrounded by nature"*
2	Adventure (exploring, getaway, experiences)	*"Work on but is your wish to explore at the same time?"*
3	Emotional attachment (happy, inspiring, peaceful)	*"A peaceful little town where the sun makes you happy"*
4	Comfort living (workstation, homes, luxury)	*"Making the work environment a little more comfortable"*
5	Sharing (photography, travelblog)	*"Should I share more insights about how I get around as a travel creator?"*

This research sheds light on the communication strategy used on social media by influencers and companies. Revealed themes provide the outlook of key touchpoints that facilitate engagement with the online audience and should be further adopted by destination managers to promote workation destinations. From the marketing perspective, themes highlight the triggers of engagement with the audience, and they are aligned with the search for genuine communication that digital natives value.

Keywords: workation; Instagram; digital marketing; marketing communication

References:

Barbe, D., & Neuburger, L. (2021). Generation Z and Digital Influencers in the Tourism Industry. Generation Z Marketing and Management in Tourism and Hospitality, 167–192. https://doi.org/10.1007/978-3-030-70695-1_7

Bokunewicz, J. F., & Shulman, J. (2017). Influencer identification in Twitter networks of destination marketing organizations. Journal of Hospitality and Tourism Technology, 8(2), 205–219. https://doi.org/10.1108/JHTT-09-2016-0057/FULL/XML

Chevtaeva, E., & Denizci-Guillet, B. (2021). Digital nomads' lifestyles and coworkation. Journal of Destination Marketing & Management, 21, 100633. https://doi.org/10.1016/J.JDMM.2021.100633

Childers, C., & Boatwright, B. (2020). Do Digital Natives Recognize Digital Influence? Generational Differences and Understanding of Social Media Influencers, 42(4), 425–442. https://doi.org/10.1080/10641734.2020.1830893

Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. Journal of Retailing and Consumer Services, 59, 102345. https://doi.org/10.1016/J.JRETCONSER.2020.102345

Femenia-Serra, F., Gretzel, U., & Alzua-Sorzabal, A. (2022). Instagram travel influencers in #quarantine: Communicative practices and roles during COVID-19. Tourism Management, 89, 104454. https://doi.org/10.1016/J.TOURMAN.2021.104454

Matsushita, K. (2021). Workation and the Doubling of Time and Place. In H. Tomita (Ed.), The Second Offline. Advances in Information and Communication Research. (Vol. 3, pp. 105–120). Springer. https://doi.org/10.1007/978-981-16-2425-4_7

Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing Digital Marketing Communication of Coffee Shop Using Instagram. International Journal of Interactive Mobile Technologies (IJIM), 14(05), 108–118. https://doi.org/10.3991/IJIM.V14I05.13351

Christina Karadimitriou, Alkiviadis Panagopoulos and Ioulia Poulaki

Restarting Athens Marathon during COVID-19 uncertainty

According to Cheung et al. (2017) sport events are notably important for the sport tourism industry. In many cases the host destinations deliberately promote the sport events in order to empower the destination image and to improve and/or change the destination brand (Mikkonen & Lahovuo, 2020). As Kennelly et al. (2017) indicate, if events are cancelled or postponed because of a crisis, both the event organisers and the host destinations are likely to be negatively affected. Despite the importance of the sport events the literature is predominantly silent in terms of the consequences of events' cancellations concerning the event brand and the destination image (Morgan et al., 2021). COVID-19 pandemic caused a shockwave in all the fields of the tourism and events industry (Pappas & Glyptou, 2021). Due to the Coronavirus pandemic the Athens Marathon Organising Committee announced the cancellation of the event in 2020, scheduled to take place during November. At the same time, after a popular request of the international running community, Athens Marathon was transformed to a virtual race (Athens Authentic Marathon, 2020).

Taking under consideration that any travel experience is closely related to safety and security (Getz & Page, 2016), the study focuses on the restart of Athens Marathon in 2021. More specifically, a primary research was conducted during the 38th Athens Marathon (13-14 November 2021) to the event participants. Self-administered questionnaires were distributed to athletes participating on the event. The research was ongoing until 400 useful questionnaires were collected. In total, 503 athletes were asked to participate in the research, setting the response rate at 79.5 percent.

The study aims to examine the willingness of Athens Marathon participants to support the event's restart in a period that COVID-19 uncertainty was still high. The research includes the evaluation of the protection measures against COVID-19, the emotional solidarity, the brand image, the motivation factors and the psychological distress. The theoretical contribution of the study lies on the provision of a better understanding concerning the perspectives of event participants for the restart of athletic events (with special reference to Athens Marathon) during a period of high uncertainty. It also generates a series of managerial suggestions for the organisers of athletic events.

Keywords: Athens Marathon; quantitative study; Coronavirus; athletic event; Greece

References:

Athens Authentic Marathon (2020). The 2020 Athens Marathon. the Authentic is cancelled. Retrieved from: https://www.athensauthenticmarathon.gr/site/index.php/en/news-en/news-articles-en/84-news-2020-en/630-aam-2020-cancellation-newsletter-en. (Accessed on: 28/10/2021)

Cheung, S.Y., Lo, R.K., Mak, J.Y., & Fan, J. (2017). Destination image and sports Tourists' consumption patterns of major sports events. Journal of Multidisciplinary Research, 9(3), 5–15.

Getz, D., & Page, S.J. (2016). Progress and prospects for event tourism research. Tourism Management, 52, 593–631

Kennelly, M., Moyle, B., & Lamont, M. (2015). Service recovery and leisure events: Implications from the cancellation of ironman® New Zealand 2012. Annals of Leisure Research, 18(1), 48–64.

Mikkonen, J., & Lahovuo, I. (2020). Involving events as cocreators of destination brand: The case of South Savo region. Event Management, 24(2–3), 375–387.

Morgan, A., Wilk, V., Sibson, R., & Wilson, G. (2021). Sport event and destination co-branding: Analysis of social media sentiment in an international, professional sport event crisis. Tourism Management Perspectives, 39, 100848.

Pappas, N. & Glyptou, K. (2021). Accommodation decision-making during the COVID-19 pandemic: Complexity insights from Greece. International Journal of Hospitality Management. 93, 102767.

Christina Karadimitriou and Alkiviadis Panagopoulos

Destination crisis management communications during uncertainty: The case of Athens

Coombs (2015, p.3) defines crisis as the "perception of an unpredictable event that threatens important expectancies of stakeholders related to health, safety, environmental, and economic issues, and can seriously impact an organisation's performance and generate negative outcomes". Crisis communications play a very important role especially in crises related with politics (Boin et al 2017), terrorism (Falkheimer, 2014), and natural disasters (Choi & Lee, 2017). Hence, the research related with public relations has focused on theories and studies regarding crisis communications (Avery et al., 2010) in order to formulate crisis response strategies that can be used by an organisation in order to reduce the crisis consequences (Coobs, 2007). Destination-wise, crisis communications are a vital component of destination crisis management, since they can considerably safeguard the destination image, the safety and security perceptions of both locals and tourists, and the acceleration of crisis recovery and resolution (Pappas, 2019).

Using fuzzy-set Qualitative Comparative Analysis (fsQCA) the research employs a survey examining the perspectives of adult permanent residents of Athens (Greece). The research was held during February 2022 and includes a sample of 400 respondents. Self-administered questionnaires were distributed to Athenian residents, following a random sampling process. The average duration of questionnaire completion was about 10 minutes. The study evaluates the complex configurations generated by the simple conditions of government trust, destination image, security, use of information technology, competition issues and destination safety. List-wise deletion was followed (exclusion of the entire record of partially filled-in questionnaires), since this is considered as the most versatile method to reduce research bias (Allison, 2001).

The study focuses on the underlying complexity in tourism-related crisis communications in metropolitan areas using as a field study the city of Athens (Greece) during a period of time characterised by high uncertainty levels (e.g.: COVID-19; recession). The contribution of the study is both, theoretical and methodological. In the theoretical domain it provides us an understanding in terms of permanent residents' perspectives concerning the crisis communication strategies in a destination with special reference to metropolitan areas (in our case Athens, Greece). Methodologically, the study contributes to the examination of complexity and chaordic systems of residents' perspectives, by employing fsQCA.

Keywords: Complexity; Chaordic systems; Crisis Management Communications; Metropolitan destinations; Residents' perceptions; Athens

References:

Allison, P.D. (2001). Missing data. Thousand Oaks, CA: Sage Publications.

Avery, E.J., Lariscy, R.W., Kim, S., & Hocke, T. (2010). A quantitative review of crisis communication research in public relations from 1991 to 2009. Public Relations Review, 36, 190-192.

Boin, A., Hart, P. & McConnell, A. (2009). Crisis exploitation: political and policy impacts of framing contests. Journal of European Public Policy 16(1), 81-106.

Choi, J. & Lee, S. (2017). Managing a crisis: A framing analysis of press releases dealing with the Fukushima nuclear power station crisis. Public Relations Review. 43(5), 1016-1024.

Coombs, W.T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. Corporate Reputation Review, 10(3), 163-176.

Coombs, W.T. (2015). Ongoing crisis communication: Planning, managing, and responding. 4th Edition, Thousand Oaks, CA: Sage Publications.

Falkheimer, J. (2014). Crisis communication and terrorism: The Norway attacks on 22 July 2011. Corporate Communications: An International Journal. 19(1), 52-63.

Pappas, N. (2019). Crisis management communications for popular culture events. Event Management, 23(4-5), 655-667.

Thuc Thi Mai Doan Do

The role of servicescape and perceived authenticity in enhancing customer loyalty toward Korean restaurants in Vietnam – Do gender and celebrity attachment matter?

The role of servicescape on customer perception and behavioural intentions is significantly critical in the tourism and hospitality industry, when hedonic consumption is highly involved (Ryu & Jang, 2007). Hospitality scholars have emphasized the importance of creating and maintaining an innovative and pleasant atmosphere in term of substantive and communicative servicescape in order to attract and satisfy customers; which in turn increases service providers' financial performance through achieving customer loyalty, maximizing income, and market share (e.g. Lockwood & Pyun, 2020; Meng & Choi, 2018; Park et al., 2019).

In the context of ethnic restaurants, they are not only considered as eating establishments, but also play a role of "cultural ambassadors" that communicate foreign food and culture to local customers (Wood & Munoz, 2007). The mainstream customers of the ethnic restaurants expect to contact with foreign culture during their dining experience, so authentic food and atmosphere may constitute an important part to their positive consumption experience. Authenticity which is defined as something "which is believed or accepted to be genuine or real" (Taylor, 1991, pp. 17), is recognized as a critical attribute to attract the target customers of ethnic restaurants (Liu & Jang, 2009); or an important determinant in enhancing customers' positive emotion and perceived value (Jang, Ha & Park, 2012). Regarding the relationship between servicescape and perceived authenticity, the congruence of background music and the theme of ethnic restaurants was confirmed as an effective cue to impact customers' perceived authenticity, which further enhances customer satisfaction and their behavioural intentions (Wen, Leung & Pongtornphurt, 2020). Therefore, servicescape and authenticity are undoubtedly vital factors to ensure the sustainable success in an ethnic restaurant.

Previous studies revealed the role of customer's prior knowledge in customers' perceived authenticity, however, these studies mostly evaluated customer's familiarity with a certain ethnic culture according to their origin, or their subjective and objective knowledge of the ethnic culture. Since Korean culture has been expanding to foreign nations successfully through Korean celebrities, popular music or TV dramas, this study will utilize one of these significant factors – Korean celebrity attachment to assume Vietnamese customers' level of familiarity with Korean culture. According to Lee, Scott & Kim (2008), through parasocial interactions, consumers will be inspired to develop a deep comprehension of cultural values and social behaviors when they have a high level of attachment with a star. Simply stating, foreign customers who are feeling more attached with a Korean celebrity, they are more willing to learn and immerse themselves in that significant one's culture or belief. Additionally, there is surprisingly not any study mentioned about the differences between male and female customers' authenticity perception. Regarding the role of gender in customer behaviours, previous scholars confirmed that there exists gender differences in evaluating product quality and physical environment. Do gender and celebrity attachment moderate linkages among customers' perceived authenticity, its antecedents and consequences toward dining experience at an ethnic restaurant? This paper will shed light into this question.

To address the above research gap, a quantitative research approach will be conducted to investigate the relationships among servicescape, customers' perceived authenticity, customer satisfaction, and behavioural intentions. A web-based survey will be utilized to collect data from Vietnamese target population who have dined at a Korean restaurant in the last six months. Collected data will be later analyzed using IBM SPSS Statistics and PLS SEM. This study contributes significantly to extant literature in the following ways. From the theoretical contributions, the study's findings provide better understanding about the influence of servicescape on customers' perceived authenticity, which ultimately increases customer satisfaction and favorable behavioural intentions toward an ethnic restaurant. Moreover, through the moderating test, this study will reveal if there exists any dissimilarity in the associations between customers' perceived authenticity, its antecedents, and consequences among customers of different gender and level of celebrity attachment. Lastly, very few studies have validated measurements in an ethnic restaurant, especially regarding the measurement items of communicative servicescape construct; hence, this paper will perform this task. From the practical perspective, the findings will provide Korean restaurateurs in Vietnam with insights into improving their servicescape in terms of physical environment and communication to effectively induce customers' perceived authenticity, and finally achieve more satisfied and loyal customers.

Keywords: servicescape; ethnic restaurant; celebrity attachment; perceived authenticity; Vietnamese customers

References:

Jang, S., Ha, J., & Park, K. (2012) Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. International Journal of Hospitality Management, 31, 990- 1003.

Lee, S., Scott, D., & Kim, H. (2008) Celebrity fan involvement and destination perceptions. Annals of Tourism Research 35(3), 809–832.

Liu, Y., & Jang, S. (2009) Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? International Journal of Hospitality Management, 28(3), 338-348.

Lockwood, A., & Pyun, K. (2020) Developing a scale measuring customers' servicescape perceptions in upscale hotels. International Journal of Contemporary Hospitality Management, 32(1), 40-59.

Meng, B., & Choi, K. (2018) An investigation on customer revisit intention to theme restaurants: the role of servicescape and authentic perception. International Journal of Contemporary Hospitality Management, 30(3), 1646-1662.

Park, J.Y., Back, R.M., Bufquin, D., & Shapoval, V. (2019) Servicescape, positive affect, satisfaction and behavioral intentions: The moderating role of familiarity. International Journal of Hospitality Management, 78, 102-111.

Ryu, K., & Jang, S. (2007) The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. Journal of Hospitality and Tourism Research, 31(1), 56-72.

Taylor, C. (1991) The Ethics of Authenticity. London: Harvard University Press.

Wen, H., Leung, X., & Pongtornphurt, Y. (2020) Exploring the impact of background music on customers' perceptions of ethnic restaurants: The moderating role of dining companions. Journal of Hospitality and Tourism Management, 43, 71-79.

Wood, N.T., & Munoz, C.L. (2007) "No rules, just right" or is it? The role of themed restaurants as cultural ambassadors. Tourism and Hospitality Research, 7(3/4), 242-255.

Jenny Sok and Tom Kuypers

Antecedents of team resilience in hospitality education: Team potency, psychological safety and team creativity

Purpose

The objectives of the proposed research study are, to:

o Gain insight in antecedents of Team Resilience in hospitality educational teams

o Explore leads to enhance Team Resilience in (hospitality) educational teams

Resilience research is well-established at the individual and organizational level, whereas team resilience is an upcoming topic in this field of research. First, many organizations nowadays have a team-approach when it comes to dealing with complex tasks (Mathieu et al, 2017). Teams allow members to share workload, monitor the work behaviors of other members, and develop and contribute expertise on subtasks (Mathieu et al, 2000). Second, in our fast-changing business environment, where many disruptions take place, work teams often face adversity (King, Newman, & Luthans, 2015). Team adversity can be chronic (i.e., long-standing, cumulative) or acute (i.e., sudden, often with high-intensity). Both types of adversities can weigh heavily on team performance (Sims & Salas, 2007).

Until now, most studies on team resilience are performed in settings such as nursing, police, and IT. To our knowledge, team resilience has not been researched within a (hospitality) educational setting. In the current COVID crisis, the importance of more focus on teams in hospitality (education) is obvious (Ancona, Bresman and Mortensen, 2021). In earlier studies, resilience was measured either at the individual level (e.g. Stolz, 2000), or organizational level (Weick, 2001). The measurement of team resilience however, is still underdeveloped.

In general, team resilience is defined as ‘a team’s capacity to bounce back from adversity-induced process loss’ (Stoverink et al., 2020). Emerging research on work team resilience from the past few years (see e.g., Gucciardi et al., 2018; Chapman et al., 2020; Hartwig et al., 2020) has begun to highlight the phenomenon in which teams succeed despite facing significant adversity. This idea of positive team-dynamics can in part be explained by looking at team resilience as an important component of team success.

Research approach

The main research question to be answered is: What are antecedents of team resilience, in a hospitality educational setting? This study answers to the call of understanding the antecedents of team resilience (e.g., Stoverink et al., 2020). The outcomes could help educational teams, who work interdependently, to build more team resilience. Three independent variables that show most potential with regard to positively influencing team resilience have been selected: team potency, psychological safety and team creativity. Following Stoverink et al. (2020), conservation of resources (COR) theory will be integrated with resilience and team effectiveness research to develop the theoretical model.

Methods

Sampling

Dutch Hotelschool educators will be reached via the Hotelschools' intranets. The minimum is set on 120 particpants, who: a. were involved in hospitality education during COVID-19, and b. were working in a team. A request to fill in the questionnaire will be published on the intranet of the school. Participation will be completely voluntary.

Data Handling and analysis

The questionnaire will be filled in anonymously. Data will be stored in the safe data environment of the Research Centre of Hotelschool The Hague. Only the researchers will have access to the data, with a protected password. Data will be analyzed using Multiple Regression.

Key expected findings

Team potency, psychological safety and team creativity are expected to relate positively to team resilience. If that is the case, we can determine which antecedent holds the most potential to develop, in relation to team resilience. Therefore, based on the literature, we formulated the following hypotheses to be tested:

H 1: Team potency is positively related to team resilience

H 2: Psychological safety is positively related to team resilience

H 3: Team creativity is positively related to team resilience

Recommendations will be provided, explaining how organizations and teams can work towards an increase in team resilience.

Keywords: Team Resilience; Hospitality education; Team potency; Psychological safety; Team creativity

References:

Ancona, D., Bresman, H. & Mortensen, M. (2021). Shifting Team Research after COVID-19: Evolutionary and Revolutionary Change. Journal of Management Studies, 58, 289-293.

Chapman, M. T., Lines, R. L. J., Crane, M., Ducker, K. J., Ntoumanis, N., Peeling, P., Parker, S. K., Quested, E., Temby, P., Thøgersen-Ntoumani, C., & Gucciardi, D. F. (2020). Team resilience: A scoping review of conceptual and empirical work. Work & Stress, 34(1), 57-81.

Gucciardi, D. F., Crane, M., Ntoumanis, N., Parker, S. K., Thøgersen-Ntoumani, C., Ducker, K. J., Peeling, P., Chapman, M. T., Quested, E., & Temby, P. (2018). The emergence of team resilience: A multilevel conceptual model of facilitating factors. Journal of Occupational and Organizational Psychology, 91(4), 729-768.

Hartwig, A., Clarke, S., Johnson, S., & Willis, S. (2020). Workplace team resilience: A systematic review and conceptual development. Organizational Psychology Review, 10(3-4), 169-200.

King, D. D., Newman, A., & Luthans, F. (2016). Not if, but when we need resilience in the workplace. Journal of Organizational Behavior, 37(5), 782–786.

Mathieu, J. E., Heffner, T. S., Goodwin, G. F., Salas, E., & Cannon-Bowers, J. A. (2000). The influence of shared mental models on team process and performance. Journal of Applied Psychology, 85(2), 273.

Mathieu, J. E., Hollenbeck, J. R., van Knippenberg, D., & Ilgen, D. R. (2017). A century of work teams in the Journal of Applied Psychology. Journal of applied psychology, 102(3), 452.

Sims, D. E., & Salas, E. (2007). When teams fail in organizations: What creates teamwork breakdowns? In J. Langan-Fox, C. L. Cooper, & R. J. Klimoski (Eds.), Research companion to the dysfunctional workplace: Management challenges and symptoms (pp. 302–318). Edward Elgar Publishing.

Stoltz, P. G. (2000). Adversity quotient at work: finding your hidden capacity for getting things done. New York: HarperCollins Publishers Inc.

Stoverink, A. C., Kirkman, B. L., Mistry, S., & Rosen, B. (2020). Bouncing back together: Toward rhetorical model of work team resilience. The Academy of Management Review, 45(2), 395–422.

Weick, K. E., & Sutcliffe, K. M. (2001). Managing the unexpected (Vol. 9). San Francisco: Jossey-Bass

Geesje Duursma and Erwin Losekoot

Welcoming volunteers in(to) the library as a place of hospitality

The concept of hospitality is becoming more and more important for organisations outside of the hospitality sector. Organisations such as hospitals, museums, shops, funeral homes and airports acknowledge the importance of hospitality (Kelly et al., 2016; Grit, 2013; 2007; Pizam, 2020; Filimonau and Brown, 2018; Losekoot, 2015). Graduates and executives from hospitality are recruited and employed by non-hospitality sector organisations. As Pizam (2020) noted: '… It soon became clear to me that the attractiveness of hospitality graduates to non-hospitality companies was not the business knowledge they possessed, …, but the attitudes, norms, and behaviors they acquired in the domain of guest service management' (p. 431). Johnson and Kazmer (2011, p. 383) describe the library as a place of hospitality and define library hospitality as: 'the provision of library resources by a genuinely motivated employee to fulfil the library need of a patron in an environment conducive to the provision of those resources'. Libraries and hospitality have not been a focus of much academic research. This paper arose from the opportunity to research a library organisation in the northern part of the Netherlands employing many volunteers for hosting tasks, which could be described as mundane welcoming tasks (Lynch, 2017). These tasks are greeting, showing around, a chat, and helping with making photocopies. There are strict regulations on volunteers not taking work from paid employees in the Netherlands. This means, for example, that volunteers must not assist visitors to the library with choosing books. However, due to central and local government budget cuts, opening hours of libraries are becoming more and more restricted. A library that is closed more than it is open is not a place of hospitality. Library management wants to expand the opening hours, but due to the aforementioned budget constraints, during the extra hours, only volunteers will be utilised. Therefore, the library needs extra volunteers with a hospitable attitude and behaviour. At the same time, there is growing competition for volunteers' time in society (Haski-Leventhal and Meijs 2010; Haski-Leventhal et al., 2018). To address this, organisations working with volunteers are increasingly applying management concepts to professionalise the process of recruiting, training and managing volunteers (Hewlett, 2002). This particular library has a volunteer manager who is responsible for attracting, recruiting and supporting the volunteers. The library is researched through the lens of hospitality, focusing on the hospitable volunteer. The concepts of volunteerability and recruitability from the volunteer research field are combined with HRM and marketing concepts from the hospitality field. Volunteerability covers individuals' willingness, capability, and availability to volunteer (Brudney and Meijs 2009). Recruitability is defined as 'the ability of volunteer organisations to recruit volunteers and maintain them' (Haski-Leventhal et al., 2010, p. 142). Accessibility (physical, geographic and technical), resources (financial and non-financial) and networks are components of an effective process. Several interviews with management and volunteers have been conducted. Data triangulation was applied by comparing the interview findings from volunteers and management with internal documents provided by the library organisation. In the competition for access to the volunteers' time, marketing techniques could be applied. The research shows that there are quite some barriers to becoming a volunteer. Once these barriers have been overcome, it is of great importance that the volunteer is welcomed into the organisation in a hospitable manner as a guest of the organisation themselves. To connect volunteerability and recruitability with hospitality, hospitability is added as the third 'ity' to intertwine hospitality and library volunteering (Meijs et al., 2006; Lugosi, 2008). With these findings, a model is proposed that could help libraries attract and retain hospitable volunteers who can then show hospitality in welcoming others.

Keywords: Hospitality; Volunteer; Library; HRM; Marketing; Hospitability

References:

Brudney, J. L., & Meijs, L. C. P. M. (2009). It Ain't Natural: Toward a New (Natural) Resource Conceptualization for Volunteer Management. Nonprofit and Voluntary Sector Quarterly, 38(4), 564–581. https://doi.org/10.1177/0899764009333828

Filimonau, V., & Brown, L. (2018). 'Last hospitality' as an overlooked dimension in contemporary hospitality theory and practice. International Journal of Hospitality Management, 74, 67-74.

Grit, A. (2013). Embodied houses and the initiation of hospitality experiences in the Zuiderzee Museum. Research in hospitality management, 2(1-2), 17-20.

Haski-Leventhal, D., & Meijs, L. C. P. M. (2010). The Volunteer matrix: positioning of volunteer organisations. International Journal of Nonprofit and Voluntary Sector Marketing, 16(2), 127-137. https://doi.org/10.1002/nvsm.406

Haski-Leventhal, D., Meijs, L. C., & Hustinx, L. (2010). The third-party model: Enhancing volunteering through governments, corporations and educational institutes. Journal of Social Policy, 39(1), 139-158.

Haski-Leventhal, D., Meijs, L. C. P. M., Lockstone-Binney, L., Holmes, K., & Oppenheimer, M. (2018). Measuring volunteerability and the capacity to volunteer among non-volunteers: implications for social policy. Social Policy & Administration, 52(5), 1139–1167. https://doi.org/10.1111/spol.12342

Hewlett, S. (2002). Volunteering in libraries, museums and archives. International Journal of Phytoremediation, 21(1), 39–66. https://doi.org/10.1080/09548960209390322

Johnson, E. D., & Kazmer, M. M. (2011). Library hospitality: some preliminary considerations. The Library Quarterly, 81(4), 383-403.

Kelly, R., Losekoot, E., & Wright-StClair, V. A. (2016). Hospitality in hospitals: The importance of caring about the patient. Hospitality & Society, 6(2), 113-129.

Losekoot, E. (2015). Factors influencing the airport customer experience: A case study of Auckland International Airport's customers. (Unpublished Doctoral Dissertation): Auckland University of Technology, New Zealand. Available from: http://hdl.handle.net/10292/8739

Lugosi, P. (2008). Hospitality spaces, hospitable moments: Consumer encounters and affective experiences in commercial settings. Journal of Foodservice, 19(2), 139-149.

Lynch, P. (2017). Mundane welcome: Hospitality as life politics. Annals of Tourism Research, 64, 174-184.

Meijs, L. C. P. M., Ten Hoorn, E. M., & Brudney, J. L. (2006). Improving societal use of human resources: From employability to volunteerability. Voluntary Action, 8(2), 36-54.

Poll, R. (2018). Quality in museums and libraries: A comparison of indicators. Performance Measurement and Metrics, 19(2), 90-100. doi:10.1108/PMM-10-2017-0049

Pizam, A. (2020). Hospitality as an organisational culture. Journal of Hospitality and Tourism Research, 44(3), 431–438. https://doi.org/10.1177/1096348020901806

Gulnoza Usmonova, Deniza Alieva and Sherzod Aktamov

Perceived tourism development: Sharing attitudes and pride among young adults towards sustainable tourism planning

Although there is a rising need for meaningful experiences (Davis, 2016), especially among young (Vaux Halliday & Astafyeva, 2014), tourism packages that emphasize engagement and depth, such as sustainable tourism, are still in short supply (Buckley, 2012). Sustainable tourism includes a real desire to learn about and experience the natural landscape and the hosting community, as well as a personal commitment to support and safeguard the cultural and ecological assets of the destination (Canavan, 2017).

Residents frequently seen as mere hosts in most studies, and as a result, they are frequently misunderstood in shaping tourism in their own nations.

Their contribution to destination design and promotion is devalued, if not entirely ignored in some cases. The existing literature mostly refers to values and reasons to explain young people's lack of interest in sustainable tourism.

The current study analyzes the possibilities for shaping young adults' attitudes, beliefs, and even pride regarding sustainable tourism planning and development. 200 young adults (in the age group of 18 to 28) have taken online surveys to evaluate 1) their personal association with the destination of residence 2) assessment of their tourism development perception 3) actual condition of involvement in sustainable tourism planning.

The findings are based on 200 respondents through an online survey conducted in the period of January 2021 and February 2022. We have obtained the data on 27 different factors based on the opinion of respondents on tourism development in Uzbekistan, where the factors were evaluated using the Likert scale. The reduction of factors has been conducted using the Principle Component Analysis method. Three dependent variables such as satisfaction with tourism development, proudness of living in the home country and plan to migrate were tested with the newly obtained 3 factors through a non-parametric Chi-square test.

The goal is to assess how young residents' involvement in building a sustainable touristic destination is related to their country's image and the levels of pride they feel towards it.
The findings demonstrate a lack of awareness and interest in sustainable tourism planning, as well as a lack of clarity about the current state of tourism development, despite the country's newly implemented tourism development plans.

The research reveals how young peoples' culturally acquired love for motherland clashes with a pessimistic assessment of its progress and demotivates involvement, how it leads to low participation by increasing the wish to migrate.

The study provides tourism policymakers with knowledge on how young adults perceive and generate images of cultural assets that belong to others, the importance of shaping positive attitudes toward development as well as how to lead them towards improvement.

Keywords: young adults; residents' attitudes; tourism development perception

References:

Buckley, R. (2012). Sustainable tourism: Research and reality. Annals of tourism research, 39(2), 528-546.

Canavan, B. (2017). Tourism stakeholder exclusion and conflict in a small island. Leisure Studies, 36(3), 409-422.

Davis, A. (2016). Experiential places or places of experience? Place identity and place attachment as mechanisms for creating festival environment. Tourism management, 55, 49-61.

Halliday, S. V., & Astafyeva, A. (2014). Millennial cultural consumers: co-creating value through brand communities. Arts Marketing: An International Journal.

Uglješa Stankov, Miroslav Vujičić and Đorđije Vasiljević

A call for mindful tourism: Integrating consciousness into the fabric of tourist experiences and tourism policy

The proclaimed and idealistic visions of modern tourism, as a sustainable industry that contributes to economical and societal developments often face serious limitations and issues in real-life implementation (Hall, 2019; Higgins-Desbiolles, 2021; Vasiljević et al., 2011). Tourism as a responsible and sustainable industry is still a long way ahead, as some of the most innovative and promising efforts usually run into the harsh realities of a highly competitive market. Consumers have a significant role in this narrative. A sizable number of customers continue to demonstrate a high degree of discrepancy between their stated and real behavior (Font et al., 2021; Pulido-Fernández & López-Sánchez, 2016). Thus, both tourism providers and tourists are active participants adding to the collective unconsciousness of the environmental and societal problems (Lew, 2020; Stankov, Filimonau, & Vujičić, 2020).

On the contrary, there has been an increase in the number of mindful consumers and mindfulness-based products and services in Western countries (Ninivaggi, 2018; Wilson, 2016), leading to a growing number of more conscious consumers (Fischer et al., 2017) and mindfulness-based products and services that spill over into the tourist arena (Stankov, Filimonau, & Vujičić, 2020). Mindfulness here is seen as a person's capability to self-regulate their attention by stepping away from their stream of thoughts and by taking the role of a non-reactive and non-judging observer (an orthogonal perspective) to the things that are unfolding in the mind and the nearby surroundings in the present moment (Bishop et al., 2004; Kabat-Zinn, 2013).

Many researchers point to the transformational power of mindfulness and advocate that more present-awareness can be healing for the socio-economic and environmental problems of a global society (Gotojones, 2013; Kabat-Zinn, 2006; Stankov, Filimonau, & Vujičić, 2020; Steidle, 2017; Wamsler et al., 2018; Wilson & Pile, 2015). Gradually, the tourism industry is becoming aware of this transformative potential of mindfulness, and commercial applications are increasingly emerging to leverage the benefits of meta-awareness within tourist experiences (Kutluk Bozkurt, 2021; McGoarty et al., 2020).

In the academic tourism literature, mindfulness has been recognized for its beneficial effects on tourist wellbeing and transformative influences on tourist experiences (Chen et al., 2017; Farkic et al., 2021; Kirwin et al., 2019; Loureiro et al., 2019; Stankov & Filimonau, 2019), as well as for its potential impact on the industry's sustainability agenda and its employees' performance (Chan, 2019; Errmann et al., 2021; Jang et al., 2020; Lengyel, 2018).

In practical terms, being in a mindful state during the consumption process challenges the current notions of tourists as superficial and easily distracted consumers (Stankov, Filimonau, Gretzel, et al., 2020). It also challenges the largely hedonic nature of tourist experiences (Stankov & Gretzel, 2020). Here, the concept of mindfulness becomes relevant as the main components of mindful tourist experiences, i.e. paying attention to the experience, living in the present, building non-elaborate and/or non-judgmental awareness, come into play. For instance, various mindfulness-based techniques apply to tourist activities, such as mindful walking/hiking and/or dining (Galante et al., 2021; Stankov, Filimonau, Gretzel, et al., 2020; Stankov & Filimonau, 2020).

In an academic sense, this call tries to materialize the notion of mindful tourists and mindful tourist experiences, thus reinforcing academic discourse on the societal importance of this emerging trend in tourist consumption. There is an urgent need to critically evaluate mindfulness and its impact on the tourist experience and explore the challenges and opportunities of understanding mindfulness for both academicians and tourism professionals.

There is also a need to build a theoretical framework of mindful tourist experiences, based on the available knowledge of mindful consumer behavior and drawing on the specific features of traditional tourist experiences.

Thus, this call views mindful tourist experiences not just as a potentially viable technique for offering immediate relief to visitors and/or tourism staff experiencing frequent stress and troublesome service difficulties, but also as a potential strategy for ensuring the industry's long-term viability (Stankov & Filimonau, 2021).

Apart from attempting to raise awareness about the critical role of mindfulness in the global tourism industry, this article conceptualizes the terms "mindful tourist" and "mindful tourist experience"; situates mindful tourists within the realm of contemporary, predominantly hedonic, tourist experiences; and elaborates on the opportunities presented by mindful tourist experiences for tourism and hospitality industry.

Keywords: mindfulness; mindful tourism; mindful tourists; mindful tourist experiences; sustainability; tourism policy

References:

Bishop, S. R., Lau, M., Shapiro, S., Carlson, L., Anderson, N. D., Carmody, J., Segal, Z. V., Abbey, S., Speca, M., Velting, D., & Devins, G. (2004). Mindfulness: A proposed operational definition. Clinical Psychology: Science and Practice, 11(3), 230–241.

Chan, E. Y. (2019). Mindfulness promotes sustainable tourism: The case of Uluru. Current Issues in Tourism, 20(13), 1526–1530.

Chen, I.-L., Scott, N., & Benckendorff, P. (2017). Mindful tourist experiences: A Buddhist perspective. Annals of Tourism Research, 64, 1–12.

Errmann, A., Kim, J., Lee, D. C., Seo, Y., Lee, J., & Kim, S. S. (2021). Mindfulness and pro-environmental hotel preference. Annals of Tourism Research, 90, 103263.

Farkic, J., Isailovic, G., & Taylor, S. (2021). Forest bathing as a mindful tourism practice. Annals of Tourism Research Empirical Insights, 2(2), 100028.

Fischer, D., Stanszus, L., Geiger, S., Grossman, P., & Schrader, U. (2017). Mindfulness and sustainable consumption: A systematic literature review of research approaches and findings. Journal of Cleaner Production, 162, 544–558.

Font, X., Torres-Delgado, A., Crabolu, G., Palomo Martinez, J., Kantenbacher, J., & Miller, G. (2021). The impact of sustainable tourism indicators on destination competitiveness: The European Tourism Indicator System. Journal of Sustainable Tourism, 0(0), 1–23.

Galante, J., Friedrich, C., Dawson, A. F., Modrego-Alarcón, M., Gebbing, P., Delgado-Suárez, I., Gupta, R., Dean, L., Dalgleish, T., White, I. R., & Jones, P. B. (2021). Mindfulness-based programmes for mental health promotion in adults in nonclinical settings: A systematic review and meta-analysis of randomised controlled trials. PLoS Medicine, 18(1), e1003481.

Gotojones, C. (2013). Zombie Apocalypse as Mindfulness Manifesto (after Žižek). In Postmodern Culture (Vol. 24, Issue 1).

Hall, C. M. (2019). Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. Journal of Sustainable Tourism, 27(7), 1044–1060.

Higgins-Desbiolles, F. (2021). The "war over tourism": Challenges to sustainable tourism in the tourism academy after COVID-19. Journal of Sustainable Tourism, 29(4), 551–569.

Jang, J., Jo, W., & Kim, J. S. (2020). Can employee workplace mindfulness counteract the indirect effects of customer incivility on proactive service performance through work engagement? A moderated mediation model. Journal of Hospitality Marketing & Management, 1–18.

Kabat-Zinn, J. (2013). Full catastrophe living (Revised Edition): Using the wisdom of your body and mind to face stress, pain, and illness. New York: Bantam Books.

Kabat-Zinn, Jon. (2006). Coming to our senses: Healing ourselves and the world through mindfulness. Hachette Books.

Kirwin, M., Harper, N. J., Young, T., & Itzvan, I. (2019). Mindful adventures: A pilot study of the outward bound mindfulness program. Journal of Outdoor and Environmental Education, 22(1), 75–90.

Kutluk Bozkurt, A. (2021). Mindfulness effects on travel movement. In Contemporary Issues in Tourism and hospitality: A Systematic Approach (pp. 1–22). Livre de Lyon. https://academicworks.livredelyon.com/soc_hum_ad_sci/49

Lengyel, A. (2018). Spatial aspects of sustainablity mindfulness and tourism. Szent István University.

Lew, A. A. (2020). The global consciousness path to sustainable tourism: A perspective paper. Tourism Review, 75(1), 69–75.

Loureiro, S. M. C., Stylos, N., & Miranda, F. J. (2019). Exploring how mindfulness may enhance perceived value of travel experience. The Service Industries Journal, 1–25.

McGoarty, B., Ellis, S., Chapman, J., Eadon-Clarke Peter, Panek, R., & Raphael, R. (2020). Global Wellnes Trends Report—The Future of Wellness 2020.

Ninivaggi, F. J. (2018). Why Has Mindfulness Become So Popular? https://www.psychologytoday.com/intl/blog/envy/201811/why-has-mindfulness-become-so-popular

Pulido-Fernández, J., & López-Sánchez, Y. (2016). Are Tourists Really Willing to Pay More for Sustainable Destinations? Sustainability, 8(12), 1240–1240.

Stankov, U., & Filimonau, V. (2019). Co-creating "Mindful" Holiday Resort Experience for Guests' Digital Well-Being. In J. Pesonen & J. Neidhardt (Eds.), Information and Communication Technologies in Tourism 2019 (pp. 200–211). Springer International Publishing.

Stankov, U., & Filimonau, V. (2020). Technology-assisted Mindfulness in the Co-Creation of Tourist Experiences. In Z. Xian, M. Fuchs, U. Gretzel, & W. Höpken (Eds.), Handbook of e-Tourism. Chian: Springer.

Stankov, U., & Filimonau, V. (2021). Here and now – the role of mindfulness in post-pandemic tourism. Tourism Geographies, 0(0), 1–16.

Stankov, U., Filimonau, V., Gretzel, U., & Vujičić, M. D. (2020). E-mindfulness – the growing importance of facilitating tourists' connections to the present moment. Journal of Tourism Futures. https://doi.org/10.1108/JTF-11-2019-0135

Stankov, U., Filimonau, V., & Vujičić, M. D. (2020). A mindful shift: An opportunity for mindfulness-driven tourism in a post-pandemic world. Tourism Geographies, 1–10.

Stankov, U., & Gretzel, U. (2020). Tourism 4.0 technologies and tourist experiences: A human-centered design perspective. Information Technology & Tourism.

Steidle, G. K. (2017). Leading from within: Conscious social change and mindfulness for social innovation. Cambridge: MIT PRess.

Vasiljević, Dj. A., Marković, S. B., Hose, T. A., Smalley, I., Basarin, B., Lazić, L., & Jović, G. (2011). The Introduction to Geoconservation of loess-palaeosol sequences in the Vojvodina region: Significant geoheritage of Serbia. Quaternary International, 240(1), 108–116.

Wamsler, C., Brossmann, J., Hendersson, H., Kristjansdottir, R., McDonald, C., & Scarampi, P. (2018). Mindfulness in sustainability science, practice, and teaching. Sustainability Science.

Wilson, J. (2016). Selling Mindfulness: Commodity Lineages and the Marketing of Mindful Products. In R. E. Purser, D. Forbes, & A. Burke (Eds.), Handbook of Mindfulness (pp. 109–119). Cham: Springer.

Wilson, Jeff., & Pile, T. (2015). Mindful America The Mutual Transformation of Buddhist Meditation and American Culture. Oxford: Oxford University Press.

Hanaa Osman and Nirmeen Elmohandes

Conflicting cultural values and the female tourist experience

This study looks at the influence of religion on both the tourist experience and tourism provision. Research into the linkages between religion and tourism is in its infancy and thus a gap in knowledge is filled by this reseach. The study investigates the perception of local women in Egypt (particularly in Cairo and Hurghada as two main tourist destinations) of Western female travellers. Egyptian population consists of 90% Muslims, 9% Coptic Christians, 1% other Christians (Mintel 2015).

There is widespread acceptance of the influence of Islam on the norms and values of Muslim society. This influence is felt to varying degrees across the Muslim world, with some countries being highly conservative and others being more flexible. The influence of Islam on the provision of tourism and hospitality is growing but it has received limited research attention. Violence against female tourists in Egypt has been documented in the past few years (Brown and Osman 2017). Understanding how women travellers are perceived by local women will go some ways in improving our understanding of how to deal with cultural clashes and avoid associated dangers. Furthermore, investigating female travellers' experiences in Egypt as a Muslim destination can help shed light on how gender shapes women's interactions in the host country and how they negotiate movement in mainly unfamiliar patriarchal societies.

According to the World Travel and Tourism Council, foreign tourist arrivals to the Middle East, where Islam is the main religion, is forecast to reach a total of 104,852,000, generating expenditure of $109.1bn by 2025 (WTTC, 2018). On the other hand, the world's Muslim population is expected to increase from 1.6 billion to 2.2 billion by 2030 (ibid). The influence of Islam on the experience of western tourists in Muslim countries received little attention. The proposed research is therefore highly original and given the coverage in the world media of a culture clash between Islam and the west, the significance of the research topic is only likely to grow. Furthermore, the impact of western female travellers on the lives of Egyptian women especially those who work in Tourism and Hospitality from a societal and an economical perspective will also be investigated.

This study used 25 in depth interviews with Egyptian women from Cairo and Hurghada to explore their feelings towards Western female tourists. The interviews addressed notions of cultural clashes, women empowerment, societal challenges and changes.

Key findings show that while Egyptian women remain biased to their own cultural and religious values, they were inspired by certain behaviours displayed by Western female tourists which led to provoking societal norms and making changes into their lifestyles including gender roles. This research contributes to knowledge by shedding light on the perceptions of Muslim women in Egypt towards Western female tourists visiting Egypt and improve our understanding of the impact of such cultural interactions on women's lives in Egypt. It also contributes to practice by influencing policies towards creating a more socially sustainable type of tourism. It follows the UN sustainable Development Goals with regards to gender equality and empowering women. According to the UN (2015) Women in Northern Africa hold less than one in five paid jobs in the non-agricultural sector. The proportion of women in paid employment outside the agriculture sector has increased from 35 per cent in

1990 to 41 per cent in 2015. Empowering women through tourism is a key focus of this research.

Keywords: Islam; Gender; Travel

Evangelia Marinakou and Davide Lecca

Personalised experience for airline passengers with flight-related anxiety

Fear of Flying (FoF) has been a prevalent phobia mainly in adult population (Quero et al., 2015). The National Institute of Mental Health (2017) suggests that about 6.5% of the population in the US has aviophobia (FoF), and 25% of them experience flying-related anxiety causing many social, economic and health issues. The cost to airlines is significant causing incalculably reduced productivity and opportunity (Gottlieb et al., 2021). Interestingly, 10% of these people avoid flying, and 20% depend on alcohol or anxiolytics to fly (Campos et al., 2016, p.296). They also state that FoF is "a disabling disorder classified as a situational specific phobia". Gould (2017) proposes different reasons of people's fear to fly, such as "fear of crashing, a fear of being out of control, a fear of the unknown, a fear of heights, having lost a loved one in a plane crash and feeling claustrophobic", she continues that some feel discomfort with the experience in terms of the procedures, crowds, long flights among others. Such fears fuel anxiety, which may activate people's physical systems leading to shallow breathing, chest gets tight, sweaty palms, nausea or lightheads making diagnosis and treatment complex. Gottlieb et al. (2021) put fears in categories i.e. related to environmental conditions (e.g. sever weather), situational phobias (e.g. claustrophobia) or combined with panic attacks. Other studies categorize the flight anxiety as anticipatory flight anxiety, in-flight anxiety and generalize flight anxiety (Batouei et al., 2019, p.710). They also suggest that flight anxiety may take away the joy from the travel experience.

Research suggests there are many ways to overcome anxiety such as pharmacological treatments, but psychological interventions are found to be more efficient and start with deliberate mental shift. Various in-vivo methods have been used in the past, which have received limited participation due to the limited exposure to stimuli, hence new models have been introduced such as exposure therapy (ET) through virtual reality exposure therapy (VRET) (Gottlieb et al., 2021; Campos et al., 2016). Such methods can be delivered online, reaching more people in need. Such programmes provide a personalized flexible treatment with variations. Abramowitz et al. (2019) claim that ET is a form of cognitive-behavioural therapy rooted in respondent conditioning. It helps reduce stress and anxiety when exposed to a specific situation.

The aim of this study is to explore the ways airlines are using such programmes to deal with passengers' fear of flying, the ways they use to personalize the service for such customers, and investigate passengers' fears and expected services provided by airlines. There is paucity of studies on phobias, and more specifically on FoF (Gottlieb et al., 2021; Campos et al., 2016). Most studies on flight anxiety focus on travel medicine, psychiatry, and travel security (Batouei et al., 2019). Studies on overlooked areas such as air transport management, services management may provide an insight to understanding and managing passengers' flight anxiety.

Research is required on air-travel anxiety in order to provide airlines with necessary tools to manage passenger's anxiety and provide personalized services (Bogaerde & Raedt, 2013). This study has the potential to promote positive social change by demonstrating how airlines are addressing passengers' fear of flying by creating personalized experiences.

A mixed methods approach will be used for this study, as data will be collected via semistructured interviews with representatives at airlines with focus on data acquired on passengers' anxiety and fear of flying, as well as methods they use to address such issues and provide personalized service and experience. Moreover, a survey questionnaire with passengers who may exhibit flight anxiety with pre-selection criteria and convenience sampling. The questionnaire will include a section on demographic data and another with Van Gerwen et al.'s (1999) 29 items measuring passengers' situational anxiety and 18 items measuring somatic and cognitive modalities.

The results of this study may be significant for professionals and academics in air transport. Managers may use the findings to aggravate passengers' anxiety and adjust their services to accommodate this market. Moreover, it may provide a list of fears and ways to overcome this issue by bridging the knowledge gap in this field.

Keywords: fear of flying; passenger anxiety; personalised experience; air transport

References:

Abramowitz, J.S., Deacon, B.J., & Whiteside, S. P. (2019). Exposure therapy for anxiety: Principles and practice. New York, NY: Guilford Press.

Batouei, A., Iranmanesh, M., Nikbin, D., & Hyun, S.S. (2019) Flight anxiety: Investigating the role of airline service quality and flight crew's competence. Asia Pacific Journal of Tourism Research, 24(7), 710-724.

Botella, C., Osma, J., Garcia-Palacios, A., Quero, S., & Barros, R. (2004) Treatment of flying phobia using virtual reality: data from a 1-year follow-up using a multiple baseline design. Clinical Psychology Psychother, 11(5), 311–23.

Campos, D., Breton-Lopez, J., Botella, C., Mira, A., Castilla, D., Banos, R., Tortella-Feliu, M., & Quero, S. (2016) An internet-based treatment for flying phobia (NO-FEAR Airlines): A study protocol for a randomized controlled trial. BMC Psychiatry, 16, 296.

Gottlieb, A., Doniger, G.M., Hussein, Y., Noy, S., & Plotnik, M. (2021) The efficacy of a virtual reality exposure therapy treatment for fear of flying: A retrospective study. Frontiers in Psychology, 12. DOI: 10.3389/fpsyg.2021.641393

Gould, W.R. (2017) How to calm anxiety when you're on a flight. NBC news. Published 27th July, Available at: https://www.nbcnews.com/better/health/your-4-step-guide-overcomingyour-fear-flying-ncna786746 [Accessed 7th March 2022].

Quero, S., Campos, D., Riera Del Amo, A., Breton-Lopez, J., Tortella-Feliu, M., Banos, R.M., & Botella, C. (2015) NO-FEAR Airlines: A computer-aided self-help treatment for flying phobia. Annual Review of Cybertherapy and Telemedicine, doi: 10.3233/978-1-61499-595-1-197

Van Gerwen, L.J., Spinhoven, P., Van Dyck, R., & Diekstra, R.F. (1999). Construction and psychometric characteristics of two self-report questionnaires for the assessment of fear of flying. Psychological Assessment, 11(2), 146–158

Margaret Connolly

Part of the solution or part of the problem? How consumer food purchasing behaviours are impacting the resilience of food producers in Ireland

This paper examines the extent to which consumer food purchasing behaviours are compatible with sustainable livelihoods of small-scale Irish food producers. The research is set against a backdrop of a food system which a has been described as fatally flawed (Lang,2016) and in need of systemic reform, with the impact on small food producers causing particular concern, with many just struggling to survive (Carolan,2018).

This paper initially reviews the literature around the key stakeholders involved in the global food system and through an ethical lens, investigates the main issues and challenges inherent in the current food system. The field research empirically examines the food purchasing attitudes and behaviours of a sample of consumers in Ireland while also investigating the impacts on the lived experiences of small-scale food producers of these consumer food purchasing habits.

A Pragmatic research philosophy is adopted, employing a mixed methods approach to answering the research objectives set (Hay,2016). Qualitative data was gathered through semi-structured in-depth interviews carried out with a purposeful sample of five Irish food producers. A web-based questionnaire was designed and distributed on line to food consumers across Ireland, with 137 useable responses being analysed and contributing to the research presented here.

The findings show that consumers indicate a preference for buying locally produced quality fresh food and that this is a higher priority than price when making their food purchase decisions. There is, however, a clear emphasis placed by most of the respondents on getting the best possible value which may not always be consistent with buying local, quality, and Irish. The quest for value and the availability of cheap imports on supermarket shelves, creates a paradox for both consumers and producers alike. While a preference for buying local is articulated by consumers, their actual shopping habits and food purchase behaviours were found to be in contrast with this sentiment as just a little over half of respondents being willing (or able) to spend more time sourcing locally produced food. Despite growing awareness of climate change and the environmental impact of the modern food production systems, fewer than one in every five respondents stated that buying organic food was more important to them than buying Irish. Three distinct themes of Power, Change and Sustainability are distilled from the interviews carried out. In keeping with the literature, the interviewees confirm that the locus of power continues to be concentrated at the centre of the food supply chain, among retailers and processers. The research shows that the current system's structure creates inherent risks and vulnerabilities for the food producers by limiting their bargaining power and their negotiating position. Cheap imports, sourced from right across the globe, affirm the retailer's position and their profit margins while continuing to erode the food producer's competitiveness and efforts to survive. The ability to change and adapt is supported by food producer's agility with examples of where business have successfully evolved their producer range or, reinventing their business model to ensure their survival. The food producers also voiced an awareness of the devastating impact of current industrial farming systems on the planet and are committed to practising food production methods that are both financially and environmentally sustainable. By championing these methods, they are safeguarding their livelihoods as well as ensuring they continue to operate as custodians of the resources they are charged with. Small scale food producers express the hope that, as consumers become more aware of the health and environmental implications associated with industrial food systems they will continue to turn to use their agency and power to support more sustainably produced food.

The practical implications of the research suggest however, that while many consumers espouse an ethical dimension to their food consumption, due to a lack of awareness, coupled with habitual decision making and the lure of low pricing strategies, their behaviours have the potential to deliver a sucker punch to the endeavours of small-scale Irish food producers. But if these producers and consumers can support each other in a more sustainable system of food production and consumption behaviours, mutual benefits can be derived not only for small scale food producers but for society in general.

Keywords: Consumer Food Purchase Behaviour; Global Food Systems; Sustainability; Small scale Food Producers

References:
Carolan, M. (2018). The Real Cost of Cheap Food. New York: Routledge.

Hay, C. M. (2016). Methods that Matter: Integrating mixed methods for more effective social science research. Chicago: The University of Chicago Press, University of Chicago Press.

Lang, T. (2016, March 30). Changing our fatally flawed food system. YouTube: https://www.youtube.com/watch?v=HPRaVDt8PhY

Maria Zoi Spanaki

Risk management: New services risk management - case study on the Greek hotel industry

This study aims to highlight the meaning of the risk management sector and points out the importance of recognizing it as an essential field for the global economy. This study is specialized in the necessity of a new services risk management model to be established in the tourism industry of the country and through an analysis of innovation and its impacts on economic growth, the study proves the importance of accepting new services as a beneficial challenge which will create a new perspective for the tourism industry. Taking into consideration the limited literature sources about the topic, the contribution of this research is reflected on the recommended alternation of risk management model steps to new service management model. The literature gap is proposed to be covered through an analysis of innovation processes and their correlation with the importance of establishing new services and products into the Greek tourism.

Keywords: Risk Management; Innovation; Greek tourism; New services establishment

Maria Hadjielia Drotarova and Prokopis Christou

Nurturing the younger generation in heritage tourism: A family perspective

Despite years of research and studies at both the levels of academia and policy, many countries are still plagued by non-sustainable tourism and a failure to establish special interest alternatives. A reason perhaps, lies on the fact that a top-down approach has been largely adopted by governments in their efforts to establish special interest tourism products (Lőrincz et al., 2020). Top-down initiatives involve the governments and their associated institutions designing and implementing centrally the policies, plans, and infrastructure for tourism development (Kubickova & Campbell, 2020). On the contrary, academic studies highlight that success in establishing and sustaining special forms of tourism, such as heritage and eco-tourism, depends on a 'bottom-up' approach, which considers the needs and input of industry stakeholders, primarily tourists (Sharma & Sarmah, 2019). Within the bottom-up approach, families can play a central role in the establishment of special interest tourism. This is because tourism is frequently practiced by families (Kelly, 2020). Yet, the family segment has been neglected as a unit of study in tourism provision (Kelly, 2020).

A critical function of a family is the learning of the next generation (Ellenbogen et al., 2004). This motive is strong enough to engage families in tourism, with particular preference in special interest tourism which carries a strong educational component (Sterry, 1996; Jewell, and Crotts, 2002). For instance, many families travel to well-known heritage sites to help their children to acquire new experiences and knowledge, and trigger their curiosity (Boekaerts & Minnaert, 1999; Yang & Lau, 2019). Yet, we know little on how families are engaged in and facilitate the learning of younger generation members in special interest tourism. Comprehending this dimension is critical to delivering a better fit between family needs and special interest tourism. In turn, this could be key in the sustainability of special interest tourism, and in providing long-term socio-economic benefits for destinations. Given the above problematization, the purpose of the proposed study is to shed light on the role and functions of family in facilitating the learning of younger generation in special interest tourism, with particular emphasis on heritage tourism.

Heritage tourism is a specialised form of tourism which involves visiting or experiencing heritage areas of natural, cultural or urban significance (Nguyen & Cheung, 2014). Heritage tourism is suited for family tourism and intergenerational learning (Yang & Lau, 2019). Families utilize this tourism form as a means to provide learning benefits for the younger generation (Boekaerts & Minnaert, 1999).

Qualitative in-depth interviews were carried out with 47 Cypriot parents who participate in heritage tourism as a family. The findings highlight that families visit together with their children different heritage places across Cyprus for educational purposes. Parents believe that it is a "parent's responsibility" to teach their children about their heritage and travelling becomes a means for the younger generation to "experience heritage". The parents express that digital tools can help prepare collectively a family for a heritage visit. Yet, the parents do not believe that digital tools can be conducive to the actual transfer of heritage knowledge across the generations. Further, due to the Covid-19 pandemic, parents have articulated the presence of a "heritage learning gap" in the younger generation due to the lack of formal school heritage visits. Last, the research study illustrates the role of the “country’s history and troubled past” (i.e. linked the 1974 Turkish invasion) on family visits on heritage places and the subsequent heritage learning of the younger generation.

The contributions of the research study and, therefore, its novelty rest on new research perspective, which examines learning within heritage tourism. The family has not so far examined for its virtues in facilitating learning in heritage tourism and the tourism literature, in general. Additionally, while studies focusing on learning in tourism have largely drawn on the level of the individual tourist, our study draws on the family as a unit of analysis. The research study focuses on the level of the family to examine family behaviors and dynamics which are important in the nurturing of younger generation family members. A focus on the family shifts beyond the individual as it allows placing attention at the intergenerational level to understand how different generations interact to facilitate the learning of the younger generation in heritage tourism. Last, this research study offers contextualized theorization, given the focus on heritage tourism and the family institution and its logics.

Keywords: heritage; tourism; learning; generations; family

References:

Boekaerts, M. and Minnaert, A., 1999. Self-regulation with respect to informal learning. International journal of educational research, 31(6), pp.533-544.

Ellenbogen, K.M., Luke, J.J. and Dierking, L.D., 2004. Family learning research in museums: An emerging disciplinary matrix? Science Education, 88(S1), pp.S48-S58.

Lőrincz, K., Banász, Z., & Csapó, J. (2020). Customer Involvement in Sustainable Tourism Planning at Lake Balaton, Hungary—Analysis of the Consumer Preferences of the Active Cycling Tourists. Sustainability, 12(12), 5174.

Kubickova, M., & Campbell, J. M. (2020). The role of government in agro-tourism development: a top-down bottom-up approach. Current Issues in Tourism, 23(5), 587-604.

Kelly, C., 2020. Beyond ‘a trip to the seaside’: Exploring emotions and family tourism experiences. Tourism geographies, pp.1-22.

Nguyen, T.H.H. and Cheung, C., 2014. The classification of heritage tourists: A case of Hue city, Vietnam. Journal of Heritage Tourism, 9(1), pp.35-50.

Sharma, N. and Sarmah, B., 2019. Consumer engagement in village eco-tourism: A case of the cleanest village in Asia–Mawlynnong. Journal of Global Scholars of Marketing Science, 29(2), pp.248-265.

Sterry, P., 1996. Social interaction of family visitors at Heritage tourism sites: Establishing a research program. Visitor Studies: Theory, Research, and Practice, 9, pp.127-133.

Yang, F.X. and Lau, V.M.C., 2019. Experiential learning for children at World Heritage Sites: The joint moderating effect of brand awareness and generation of Chinese family travelers. Tourism Management, 72, pp.1-11.

Krisztina Eleftheriou-Hocsak and Nikolaos Boukas

Promoting sustainability through policy incentives targeting tourism SMEs in coastal destinations

Small and medium-sized enterprises (SMEs) constitute the backbone of the economy in the EU and worldwide (European Commission, 2019; The World Bank Group, 2022), and also in the tourism sector (Toubes, Araújo-Vila and Fraiz-Brea, 2021). Consequently, the impact of their involvement in sustainable development is not negligeable (Jansson et al., 2017). This can hold particularly true for SMEs operating in coastal and marine tourism (CMT) destinations, as this type of tourism prevails among tourism forms (Dodds & Holmes, 2019; Honey & Krantz, 2007). CMT, which is one of the oldest and most significant sorts of tourism and affects both coastal and marine environment, triggers not only significant economic impact but also considerable social and environmental changes in destinations (and often subsequent pressure) (MacNeill & Wozniak, 2018; Sánchez-Quiles & Tovar-Sánchez, 2015).

In this regard, SMEs, one of the main players and ambassadors in CMT, significantly contribute to its development and have real potential to further destinations' growth in coastal regions but they are also characterized by questionable sustainability practices (or lack of them). Especially, when compared to large companies, SMEs lag in sustainability actions (Chassé & Boiral, 2017). This phenomenon can be explained by certain features proper to SMEs (Jansson et al., 2017), but also by the lack of internal/external and formal/unformal factors, including the shortage of governmental incentives (Battistella et al., 2018).

Despite of being a significant driver for economic growth (Ghalia et al., 2019; Roxas & Chadee, 2013) and impacting on market malfunctions (Khan, 2007), several studies have reported on the failure of formal institutions to correct the negative effects of tourism development (Briassoulis, 2004; Weinberg, Bellows & Ekster, 2002). As SMEs are important CMT stakeholders, pressure them towards sustainability actions seems an obvious method to improving the economic, social and environmental conditions in the fragile coastal and marine areas.

In this respect, this paper, as a preliminary work and part of a larger study, investigates policy instruments that enhance SMEs' sustainability engagement in coastal and marine tourist destinations, focusing on the case of Cyprus. Secondary research applying exploratory research method investigates policy instruments by various parties (such as United Nations, European Union, authorities related to Marine Spatial Planning, ministries, municipalities). The research draws on peer reviewed case studies, academic publications, books, and book chapters as well as on reviews of relevant Cypriot and other national and international documents.

Among the key expected findings is the demonstration of the influence of formal and informal institutions as well as of non-governmental organizations on advancing tourism SMEs involvement in sustainability actions in Cyprus and other coastal areas.

The specific study provides an initial insight into the measures taken by various bodies to promote sustainability-oriented actions of tourism SMEs operating in coastal regions, emphasizing the island of Cyprus. By analyzing the effect of the incentives in cases where the available data allow, the study attempts to test the effectiveness of the top-down method to further sustainability in the tourism sector and discusses/proposes alternative policy orientations such as bottom-up and inside-out approaches of tourism development.

Keywords: coast; Cyprus; incentive; SME; sustainability; tourism

References:

Battistella C, Cagnina M.R, Cicero L., & Preghenella N. (2018) Sustainable Business Models of SMEs: Challenges in Yacht Tourism Sector. Sustainability, 10(10).

Briassoulis, H. (2004) Crete: Endowed by Nature, Privileged by Geography, Threatened by Tourism? In: B. Bramwell (Ed.) Coastal Mass Tourism: Diversification and Sustainable Development in Southern Europe (pp.48-67). Clevedon: Channel View Publications.

Chassé, S., & Boiral, O. (2017) Legitimizing Corporate (Un) Sustainability: A Case Study of Passive SMEs. Organization & Environment, 30(4), pp. 324–345.

Dodds, R., & Holmes, M. R. (2019) Beach tourists; what factors satisfy them and drive them to return. Ocean & Coastal Management, 168, pp. 158-166.

European Commission. (2019) The EU Blue Economy Report. 2019. Luxembourg: Publications Office of the European Union.

Ghalia, T., Fidrmuc, J., Nahla Samargandi, N., & Sohag, K. (2019) Institutional Quality, Political Risk and Tourism. Tourism Management Perspectives, 32.

Honey, M., & Krantz, D. (2007) Global Trends in Coastal Tourism. Washington and Stanford University: Centre on Ecotourism and Sustainable Development (CESD).

Jansson, J., Nilsson, J., Modig, F., & Hed Vall, G. (2017) Commitment to Sustainability in Small and Medium-Sized Enterprises: The Influence of Strategic Orientations and Management Values. Business Strategy and the Environment, 26(1), pp.69–83.

Khan, M. (2007) Governance, economic growth and development since the 1960s. DESA Working Paper No. 54. ST/ESA/2007/DWP/54. New York: United Nations.

MacNeill, T., & Wozniak, D. (2018) The economic, social, and environmental impacts of cruise tourism. Tourism Management, 66, pp. 387-404.

Roxas, B., & Chadee, D. (2013) Effects of Formal Institutions on the Performance of the Tourism Sector in the Philippines: The Mediating Role of Entrepreneurial Orientation. Tourism Management, 37(8), pp. 1–12.

Sánchez-Quiles, D., & Antonio Tovar-Sánchez, A. (2015) Are sunscreens a new environmental risk associated with coastal tourism? Environment International, 83, pp. 158-170.

The World Bank Group. (2022) Small and Medium Enterprises (SMEs) Finance. Available at: https://www.worldbank.org/en/topic/smefinance [Accessed 24 February 2022].

Toubes, D. R., Araújo-Vila N. & Fraiz-Brea, J. A. (2021) Organizational Learning Capacity and Sustainability Challenges in Times of Crisis: A Study on Tourism SMEs in Galicia (Spain). Sustainability, 13(21).

Weinberg, A., Bellows S., & Dara Ekster, D. (2002) Sustaining Ecotourism: Insights and Implications from Two Successful Case Studies. Society & Natural Resources, 15(4).

Sophie Pegler and Charalampos Giousmpasoglou

Exploring the effects of internal Corporate Social Responsibility on the employee-employer relationship in luxury hotels: An employee's perspective

Since the early 1990s Corporate Social Responsibility (CSR) has been widely researched by scholars from varying academic disciplines and cultural backgrounds (Aguinis & Glavas, 2012; Gürlek & Tuna, 2019; Lee, 2020; Liu et al., 2020). However, due to an increasing awareness within modern society about the devastating impact of human behaviour on the planet, there is a continuously growing demand for people to create a more sustainable society and for businesses to act in a more sustainable and socially responsible manner (Carroll, 2016; Lee et al., 2013; Rodriguez et al., 2021). Consequently, CSR and Sustainability are now considered by many to be key contemporary issues and have grown in importance and significance among stakeholders (Kim & Kim, 2016; Rodriguez et al., 2021). Nonetheless, thus far the majority of CSR literature tends to direct its focus towards the External element of CSR rather than the Internal (Rhou & Singha, 2020). Consequently, the general construct of Internal CSR (ICSR) lacks definition and theoretical conceptualisation (Low, 2016; Mory et al., 2016; Sanchez-Hernandez et al., 2021; Sanusi & Johl, 2020). Therefore, in an effort to overcome this gap, contribute to existing literature and expand on current understanding, this study explores how ICSR influences the Employee Employer Relationship (EER) within Luxury 4/5* hotels in the United Kingdom and Ireland (UK&I).

To better understand how ICSR influences Luxury Hotel Employees (LHE), including insight into how the EER is established and maintained, a qualitative methodological approach was selected. In accordance with this approach, individual semi-structured interviews (over Zoom) were undertaken with eight LHE and one Luxury Hotel Manager (LHM) during the month of November 2021. All participants were over 18 years old and provided individual written consent. During the interviews participants were asked a range of open questions to develop a better understanding of ICSR expectations and how these influence Employee Trust, Loyalty and the Employee Employer Relationship. Once collated, the data was analysed using thematic analysis which was chosen over other methods because it is designed to analyse respondents' experiences, perspectives, attitudes and expectations, individually and then collectively to identify commonalities and create themes (Grbich, 2012; Guest et al., 2012; King et al., 2019).

Although there were clear variations in the luxury hotel employees' perceptions and expectations of ICSR, the findings are in keeping with current mainstream literature surrounding the positive influence of CSR on business performance. However, they also suggest that Trust, Loyalty and therefore the Employee Employer Relationship are primarily formed and influenced by four main socially responsible attitudes and behaviours. These are: feeling valued and acknowledged; receiving regular open communication and contact; being treated with equality, honesty, transparency and respect and that employers demonstrate consistency and integrity by honouring verbal and written promises and agreements. Additionally, the findings also provided insights into the basic and desired ICSR activities/incentives LHE want from an employer helping to develop a better understanding of ICSR's influence on the Employee Employer Relationship. In the process, potential variables were highlighted and the influence of ICSR on Employee Trust, Loyalty and the Employee Employer Relationship was suggested from the luxury hotel employee's perspective. From a theoretical perspective, the findings emphasise employees expect something in exchange for their contribution to and investment in the business however, these expectations clearly vary, supporting a wide range of previous studies (Gill, 2008; Lee, 2020; Stojanovic et al., 2020; Rodriguez et al., 2021 & Yu et al., 2018). Nonetheless, despite this support, this study's findings also suggest it is the employers' response, including actions, attitudes and behaviours, which truly determines the level and quality of Employee Trust, Loyalty and therefore Employee Employer Relationship. From a practical perspective, based on the findings, management are encouraged to invest in ICSR practices and to develop an organisational culture built upon the four main socially responsible attitudes and behaviours and which fosters a mindset of mutual trade.

It is acknowledged however, to prove any of the findings or theories emerging from this study, further research with a mixed methods approach and greater sample is required. Nonetheless, it is the position of this paper that, in the coming years, as society's expectations continue to change and adapt, the concept of ICSR is going to become more important and influential.

Keywords: HRM; Internal CSR; Luxury Hotels; Employee-Employer Relationship; UK

References:

Aguinis, H. & Glavas, A. (2012). What We Don't Know and Don't Know About Corporate Social Responsibility: A Review and Research Agenda. Journal of Management, 38(4), 932–968.

Carroll, A. B. (2016). Carroll's Pyramid of CSR: taking another look. International Journal of Corporate Social Responsibility,1(3), 1–8.

Grbich, C. (2012). Qualitative Data Analysis: An Introduction. London: SAGE Publications.

Guest, G., MacQueen, K. M. & Namey, E. E. (2012). Applied Thematic Analysis. London: SAGE Publications.

Gürlek, M. & Tuna, M. (2019). Corporate Social Responsibility and Work Engagement: Evidence from the Hotel Industry. Tourism Management Perspectives, 31, 195–208.

Kim, S. B. & Kim, D. Y. (2016). The Impacts of Corporate Social Responsibility, Service Quality, and Transparency on Relationship Quality and Customer Loyalty in the Hotel Industry. Asian Journal of Sustainability and Social Responsibility, 1, 39–55.

King, N., Horrocks, C. & Brooks, J. (2019). Interviews in Qualitative Research. Los Angeles: SAGE Publications.

Lee. Y. (2020). Linking Internal CSR with the Positive Communication Behaviour of Employees: The Role of Social Exchange Relationships and Employee Engagement. Social Responsibility Journal, 1-20.

Liu, M. T., Liu, Y., Mo, Z., Zhao, Z. & Zhu, Z. (2020). How CSR Influence Customer Behaviours Loyalty in the Chinese Hotel Industry. Asia Pacific Journal of Marketing and Logistics, 32(1), 1–22.

Low, M. P. (2016). Corporate Social Responsibility and the Evolution of Internal Corporate Social Responsibility in 21st Century. Asian Journal of Social Sciences and Management Studies, 3(1), 56–74.

Mory, L., Wirtz, B. W. & Gottel, V. (2016). Factors of Internal Corporate Social Responsibility and the Effects on Organisational Commitment. The International Journal of Human resource Management, 27(13), 1393–1425.

Rhou, Y. & Singal, M. (2020). A Review of Business Care for CSR in the Hospitality Industry. International Journal of Hospitality Management, 84, 1-10.

Rodríguez, G. C., González, A. B., Román, C. P. & Martin, F. D. (2021). Sustainability actions, Employee Loyalty, and the Awareness: The Mediating Effect of Organisational Legitimacy. Managerial and Decision Economics, 42, 1730–1739.
Sanchez-Hernandez, M. I., Vazquez-Burguete, J. L., Garcia-Miguelez, A. P. & Lanero-Carrizo, A. (2021). Internal Corporate Social Responsibility for Sustainability. Sustainability, 13, 1–14.
Sanusi, F. A. & Johl, S. K. (2020). A Proposed Framework for assessing the Influence of Internal Corporate Social Responsibility belief on Employee Intention to Job Continuity. Corporate Social Responsibility and Environment Management, 27, 2437–2449.

Pavlos Arvanitis

Carry-on baggage on low-cost carriers. A no-frills journey?

Airlines around the world carry on top of passengers, their baggage. Carried baggage adds to the total weight of the aircraft resulting in increased fuel consumption. Increased fuel prices led airlines around the world to introduce baggage fees to improve their revenues against their increased operating costs. This option was initially introduced in hold luggage, baggage that is not taken in to the cabin by the passenger. Over time though, several airlines, primarily low cost carriers, introduced fees for carry on baggage too.

In 2019, 4.397 billion people flew according to the World Bank (2020) when ICAO reported 4.5 billion passengers for the same period (ICAO, 2019). According to the same report, ICAO estimates that 1.4 billion passengers in 2019 were carried by low-cost carriers, approximately 31 per cent of the world total scheduled passengers. The annual growth in passenger numbers in 2019 compared to the previous year was 5.3 per cent for low-cost carriers, almost 1.5 times the rate of the world total average passenger growth which was 3.6 per cent (ICAO, 2019).

Despite their massive growth and their increasing market share which accounted for 31 percent in 2019, low-cost carriers do not have a common approach on the size of cabin baggage or the pricing policy. There are airlines who charge, airlines that do not charge at all, and other that charge or not, depending on the type of fare of ancillary services (add on) the passenger purchased. These differences are addressed in this paper in order to create groups of carriers that have very similar policies on pricing and accepting carry on baggage.

There is limited literature related to baggage and pricing policies around them, let alone policies related to carry on baggage. One of the first scholars referring to passenger accompanied luggage is Williams (1977) who referred to rail passengers and their luggage.

This study examines the baggage policies of the best low cost carriers in the world according to the 2019 Skytrax World Airline Awards. These are fifty low cost carriers that carried over 1 billion passengers in 2019, just under 25% of the world's airline passengers. The data were collected by accessing each airline's internet page and the information was collated in order to examine, baggage dimensions, weight and pricing policies. It is evident that there is no common approach leading to misinterpretations, confusion and inconsistency when it comes to carry on baggage policies. The main findings of this study highlight those differences and conclude with suggestions for the airlines or policy makers in order to streamline the policies covering carry on baggage. In addition, 2019 has been a very successful year for the low cost sector and the international tourism market where operations were not affected by external factors like in the following years.

The study focuses on low cost carriers due to the popularity of these carriers, their increased market share and the concept that flying on a low cost carrier is cost effective and straight forward. The lack of literature in the above subject might open a new area for research and discussion in order to provide solutions to the issue that is being addressed.

Keywords: Cabin baggage; carry-on baggage; baggage policies; low-cost carriers

References:

ICAO - International Civil Aviation Organisation (2019). The World of Air Transport in 2019. Available online at: https://www.icao.int/annual-report-2019/Pages/the-world-of-air-transport-in-2019.aspx

Williams, J.C. (1977). Passenger-accompanied luggage. Applied Economics, 8:3, pp 151-157.

World Bank, (2020). Air Transport, passengers carried. Available online at: https://data.worldbank.org/indicator/IS.AIR.PSGR

Goda Lukoseviciute, Luis Nobre Pereira, Thomas Panagopoulos, Giancarlo Fedeli, Elaine Ramsey, Kyle Madden, Joan Condell, Ana María Brito Botín, Xabier Velasco Echeverria and Michael Carty

Recreational trail development within different geographical contexts of the European Atlantic area as a determinant for local economic impact

The development of recreational trails as nature-based tourism attractions has gained popularity in recent years (UNWTO, 2019). Recreational trails function as nuclei for local economic development and, more generally, income generation as demonstrated by previous research in the field of nature-based recreation development (Raya et al., 2018; Lukoseviciute et al., 2021). Hence, different regions and jurisdictions have developed different trail management strategies which have led to a range of trail developments due to their diverse physical, social and managerial settings as well as geographical environments (All trails, 2022; Greenway, 2018). Since recreational trails and economic impact assessment are comparatively new research topics, commencing within last 15 years (Bowker et al., 2007; Cook, 2008; Raya et al., 2018), there is a significant gap in the literature with regards to the nature of the relationship between stages of trail development resulting from application of a particular strategy and the magnitude of economic impact in the local or regional area. Most relevant literature has examined how various management strategies of recreational trails can control and reduce undesired environmental impacts (Evju et al., 2021; Figueras et al., 2011; Park et al., 2008) or have studied recreational trail network design (Courtenay and Lookingbill, 2014; Meademaetal, 2020). However, until now there is no evidence indicate a latent correlation between the stage of trail development and economic impact due to trail visitor expenses. Consequently, this research aims to bring a new theory in the field of recreational trail management by testing the hypothesis concerning the relationship between a trail´s development stage and the economic impact extent in the local trail-related recreation area.

Four recreational trails characterised by diversity in physical, social, managerial and geographical settings were chosen as study cases to test the proposed hypothesis. Initially, this study applied in-depth interviews with trail managers, nature-based tourism experts and academics in the field of economics and tourism management from various European Atlantic area countries (Spain, Northern Ireland, Ireland, Scotland, Portugal and the Spanish Canary Islands) with developed trail recreation to define the strategy of each trail site. Further, it involved the application of the Recreation Opportunity Spectrum (ROS) approach for classifying recreation opportunities based on physical, social and managerial settings and use of key performance indicators (KPIs). Participants were asked to rate the performance of each KPI included in the ROS and the stage of development using a 5-point Likert scale. The final quantitative KPIs performance value and stage of development were estimated applying a round average function. Finally, to assess the magnitude of the economic impact of each trail site, the Ad hoc multiplier model was applied, which estimated both direct and indirect economic effects from a change in tourist expenditure and calculated the income multiplier based on information obtained from surveys applied to the following populations: trail visitors, local tourism business operators, and residents. Initially, to calculate the sample size of trail users, the total trail user population was estimated through the installation of footfall counters at each trail site counting footfalls from 2019 to 2020. In order to gather socio-demographic characteristics, information about visitor behaviour, and the average expenditure per visit of the trail visitor, a structured questionnaire was designed based on the literature regarding economic impact studies applied in nature-based tourism (Bowker et al., 2007; Maples et al., 2020; Raya et al., 2018). Surveys were administered face-to-face at the trail sites following a systematic random sampling method, where every fifth trail visitor was selected and choosing a variety of census days; at different times of the day and in different weather conditions to reflect variations in trail visitation from 2019 to 2020. Data from residents was also collected through face-to-face interviews, applying a random route sampling technique over the same time period. For this purpose, a questionnaire was designed, comprising sociodemographic questions (gender, age, occupation, size of household) and economic expenditure questions (how much each resident spends per month in total, and in the local area, in each household consumption category). Data from businesses was collected through face-to-face and telephone interviews, applying a convenience sampling technique from 2019 to 2020. Data from surveys and interviews were entered into SPSS database and a Spearman's correlation coefficient was applied to determine the relationship between stage of development and economic impact.

The results of this study revealed that there is a direct relationship between the stage of trail development and the magnitude of economic impact. The results of this study extend trail-related recreation research through providing a novel theory in the field of recreational trail management and economic impact dynamics by enriching the topical literature. Therefore, our results can be of relevance to both academics and practitioners, such as nature-based scholars, national funding bodies, project proposers, investors and local nature-based tourism planning authorities. The theory and practice of relationship between recreational trail development and economic impact may work as a powerful stimulus not only for contributing to more sustainable recreational trail development, but also for fostering the development of trail-related activities in often more economically marginalised areas.

Keywords: Recreational trail development; Economic impact; Trail management strategy; Nature-based recreation development

References:

All trails, 2022. Retrieved from https://www.alltrails.com/ (Accessed on 10 January 2022)

Bowker, J. M., Bergstrom, J. C., Gill, J., 2007. Estimating the economic value and impacts of recreational trails: A case study of the Virginia Creeper Rail Trail. Tourism Economics 13(2):241–260

Cook, A., 2008. Recreation value of a new long-distance walking track. Tourism Economics 14(2):377-391

Courtenay, C. I., Lookingbill, T. R., 2014. Designing a regional trail network of high conservation value using principles of green infrastructure. Southeastern Geographer 54(3):270-290

Evju, M., Hagen, D., Jokerud, M., Olsen, S. L., Selvaag, S. K., Vistad, O. I., 2021. Effects of mountain biking versus hiking on trails under different environmental conditions. Journal of Environmental Management 278:111554

Figueras, M. T. B., Farrés, M. C. P., Pérez, G. R., 2011. The carrying capacity of cycling paths as a management instrument. The case of ebro delta (Spain). Ekologia Bratislava 30(4):438-452

Greenway, 2018. Strategy for the Future Development of National and Regional Greenways. Retrieved from https://assets.gov.ie/10364/abd98a35c61e4de4ba00a341eb7e0d13.pdf (Accessed on 08 January 2022)

Lukoseviciute, G., Pereira, L. N., Panagopoulos, T., 2021. Assessing the income multiplier of trail-related tourism in a coastal area of Portugal. International Journal of Tourism Research 1–15

Maples, J., Bradley, M., Giles, S., Leebrick, R., Clark, B., 2020. Climbing out of coal country: The economic impact of rock climbing in West Virginia's New River Gorge. Journal of Appalachian Studies 25(2):184–201

Meadema, F., Marion, J. L., Arredondo, J., Wimpey, J., 2020. The influence of layout on Appalachian trail soil loss, widening, and muddiness: Implications for sustainable trail design and management. Journal of Environmental Management 257:109986

Park, L. O., Manning, R. E., Marion, J. L., Lawson, S. R., Jacobi, C., 2008. Managing visitor impacts in parks: A multi-method study of the effectiveness of alternative management practices. Journal of Park & Recreation Administration 26(1):97-121

Raya, M. J., Martínez-Garcia, E., Celma, D., 2018. Economic and social yield of investing in hiking tourism: the case of Berguedà, Spain. Journal of Travel and Tourism Marketing 35(2):148-161

UNWTO, 2019. Walking tourism. Promoting regional development. Executive summary. Retrieved from https://www.e-unwto.org/doi/pdf/10.18111/9789284420520 (Accessed on 08 January 2022)

Jahanir Alam and Jakia Rajoana

Rural community resilience and ecotourism development in the Sundarbans area of Bangladesh

Rural communities in the developing world such as the Sundarbans in Bangladesh have been facing various social, economic, and environmental, challenges due to natural disasters (Agrawala et al, 2003), but their story remains untold thus the key significance of this research is to focus on how ecotourism development can help to shape rural community resilience. Tourism has been recognised as a passport to development (Richards and Hall, 2002), especially ecotourism, in bringing enormous value to less developed countries (Weaver, 1998). Ecotourism offers alternative income-generating opportunities to developing countries and to those who have limited economic, social, and environmental resources for their development (Weaver, 1998). For example, countries such as Costa Rica, Nepal, and Thailand have been using ecotourism for rural community well-being by employing their limited rural resources. Further, Jamaliah and Powell (2018) identified that ecotourism is extremely useful for reducing the risk of climate change, as well as strengthening community resilience. Different authors have used resilience from different contexts such as Masten, and Reed (2002) adapted the resilience concept for community development while Dagdeviren and Donoghue (2019) used resilience as a dynamic approach for the vulnerable community to reduce poverty by implementing equal economic distributions during the crisis. More precisely, Wilson (2012) developed different dimensions of the resilience concept to reduce the hardship of vulnerable communities, such as highlighting the importance of economic capital for financial development, social capital for developing better social, cultural, and political networks, and environmental capital for ensuring the equal access to and use of natural resources. Nevertheless, the community resilience concept and ecotourism have rarely been addressed for community development in the developing country perspective. Therefore, this study is aimed to highlight the community resilience concept and ecotourism to reduce research gaps as well as contribute a new spiritual dimension to the community resilience concept.

Methodologically, this study is qualitative as it was aimed to understand the social phenomena in a subjective way to produce knowledge through human action (Guba and Lincoln, 1994). Where a case study approach was undertaken to investigate the complex issues of the Sundarbans community in depth (Beeton, 2005). Further, this study used the semi-structured interview tool to collect data by applying the Facebook Messenger app as it has the advantage (e.g collected images through Facebook Messenger) (Onwuegbuzie, Leech, and Collins, 2010) as well as telephone interview techniques. Moreover, the primary data analysis by coding techniques followed by Bryman's (2016) coding septs such as coding directly from the video, rewatching the videos, codes categorising, coding review, and finally adding content from the interview.

Key findings indicate that the Sundarbans community has minimum economic, social, and environmental capital but maximum spiritual capital, which is soul for their survivability. The empirical data also indicated that ecotourism has been playing a seasonal role but is significant for community development.

Overall, the community resilience concept and ecotourism together were brought interesting insight that will practically contribute to various national and local governments, NGOs for sustainable development and new economic productivity as well as the vulnerable community to reshape their capacity for their development in post-uncertainty. Further, this study applied unique social media-based qualitative research methods that contribute importantly to conducting research without breaking the social distance law during the COVID-19 pandemic, although further research could apply a pragmatic approach to measure how communities' ability to bounce back from the uncertainty.

Keywords: Climate change; Community resilience; Ecotourism development; The Sundarbans

References:

Agrawala, S., Ota, T., Ahmed, A.U., Smith, J. and Van Aalst, M., 2003. Development and climate change in Bangladesh: focus on coastal flooding and the Sundarbans (pp. 1-49). Paris: OECD.

Beeton, S., 2005. Tourism research methods: Integrating theory with practice. In Ritchie, B.W., Burns, P. and Palmer, C. (eds), The case study in tourism research: A multi-method case study approach (pp.37-48). Wallingford: CABI Publishing.

Bryman, A., 2016. Social research methods (5th edn). UK: Oxford University Press.

Dagdeviren, H. and Donoghue, M., 2019. Resilience, agency and coping with hardship: Evidence from Europe during the Great Recession. Journal of Social Policy, 48(3), pp.547-567.

Fennell, D.A., 2020. Ecotourism. New York: Routledge.

Guba, E.G. and Lincoln, Y.S., 1994. Competing paradigms in qualitative research. In Denzin, N.K. and Lincoln, Y.S. (eds), Handbook of qualitative research, Vol. 2 (pp.105-117). Thousand Oaks, CA: Sage.

Masten, A.S. and Reed, M.G.J., 2002. Resilience in development. Handbook of positive psychology, 74, p.88.

Onwuegbuzie, A.J., Leech, N.L. and Collins, K.M., 2010. Innovative data collection strategies in qualitative research. Qualitative Report, 15(3), pp.696-726.

Wilson, G.A., 2012. Community resilience and environmental transitions. New York: Routledge, eBook.

Walter Wessels and Lisebo Tseane-Gumbi

Infrastructural limitations challenging urban tourism development in South African provincial capital cities: A case of Mahikeng

Urban tourism has become a key driver in many developing countries (Petrova, Dekhtyar, Klok & Loseva, 2018) due to the possibilities of job creation and tourism growth opportunities (Naydenov & Traykov, 2017). Capital cities around the world are well known as catalysts of urban tourism development, offering a unique opportunity for cultural interactions and business opportunities that attract various tourist markets (Bock, 2015; Cibinskiene & Snieskiene, 2015).

Many initiatives have been implemented by both the government and the private sector to create tourism development opportunities, especially in urban areas in South Africa (Rogerson & Rogerson, 2017). In some urban areas, such as Cape Town and Johannesburg, tourism development is highly evident as these cities offer international airports, have a variety of attractions, ensure well-maintained road networks, and house the national parliament of the country. However, urban tourism development and growth are not as evident in provincial capital cities within South Africa, of which Mahikeng, the provincial capital city of the North West Province, is a clear example.

Provincial capital cities, especially Mahikeng, were once the hub for urban tourism development, as this city was the capital city of the then homelands of Bophuthatswana. Since the incorporation into South Africa in 1994, Mahikeng experienced deterioration and loss of primary tourism facilities and infrastructure including the closure of the Mahikeng airport. Although Mahikeng has the potential to become a major urban tourism role-player due to its unique location, provincial capital status, history, as well as cultural and heritage offerings, the city has been struggling to develop new and maintain existing urban tourism offerings due to a lack of infrastructure which supports tourism development (Prinsloo & Pelser, 2015; Litheko & Potgieter, 2016). Very limited research pertaining to tourism practices in Mahikeng exists, however existing literature clearly mentions a lack of infrastructure as a major limitation to urban tourism development in this provincial capital city (Prinsloo & Pelser, 2015; Marumo, Lubbe & Pelser, 2015; Litheko & Potgieter, 2016). However, none of these studies take a holistic approach towards infrastructural development challenges impacting all of the tourism industry in this city, but rather focus only on a specific tourism product, such as sport tourism.

Therefore, this study aims to identify the specific infrastructural limitations challenging overall urban tourism development in Mahikeng, the provincial capital city of the North West Province.

For this study, a quantitative research approach will be followed using a self-administered questionnaire. A database from the North West Department of Economic Development, Environment, Conservation and Tourism (DEDECT), responsible for tourism development in Mahikeng, was obtained. This database consists of 154 active tourism product providers in Mahikeng. Due to the small population, each product provider will be approached as a participant in the study, and consequently a simple random sampling technique will be used.

A new questionnaire will be developed for this study. Existing literature sources, including Prinsloo and Pelser (2015), Litheko and Potgieter (2016), Khusnutdinova, Sadretdinov and Khusnutdinov (2019), Maxim (2019), and Lopez-Gay, Cocola-Gant and Russo (2020) will be used. Section A of the questionnaire will determine the business profile of the respondents, while Section B will consist of statements (using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree) related to available infrastructure crucial for urban tourism development in Mahikeng. The questionnaire will be distributed online using email.

From the results of this study, a clear indication of specific infrastructural challenges, which limit urban tourism development in Mahikeng, will be identified. Although other aspects such as skills development, lack of marketing, limited attractions in Mahikeng and a lack of financial support from government also limit urban tourism development, this study intends to pinpoint crucial infrastructure, and the lack thereof, in Mahikeng. Through practical recommendations, based on the results, local government will be advised on how to assist in overcoming these challenges. Recommendations will also relate to the current North West Provincial Development Plan and the National Tourism Sector Strategy 2016-2026, which can be adapted to include specific strategies relating to infrastructural development and, in turn, overcome these challenges.

Keywords: Urban Tourism; Infrastructural challenges; Provincial capital city; Mahikeng

Erose Sthapit and Peter Bjork

Sources of three dimensions of interactive value formation in the context of the COVID-19 pandemic: Airbnb guest's perspectives

Many studies have been conducted on value co-creation, but there is less research on value co-destruction and value co-recovery (Mody, Lu & Hanks, 2020). There have also been calls to simultaneously examine value co-creation, value co-destruction (Yin, Qian & Shen, 2019) and value co-recovery, including their sources, in the context of the sharing economy (Nadeem, Juntunen, Shirazi & Hajli, 2020). Aside from studying value co-creation and value co-destruction, there is a need to address value co-recovery owing to the inherently inconsistent nature of Airbnb service experience (Sthapit & Björk, 2021) and the high level of interactive, intangible and idiosyncratic customer service provider contact that leads to service failures and service recoveries (Mody et al., 2020). In addition, most of the existing knowledge on COVID-19 and Airbnb comes from the host's perspective (Farmaki et al., 2020). Despite the increase in the number of service failures and guest complaints (Sthapit, 2019), including in the context of Airbnb (Mody et al., 2020), these studies tend to overlook guests' perspectives, which are addressed in the current paper. This study explored the sources of value co-creation, co-destruction and co-recovery amid the coronavirus outbreak using 415 online reviews of guests' experiences with Airbnb.

Data were collected by employing nonparticipant observation in the form of netnography. We adapted Kozinets' (2002) netnography procedure to the Airbnb context. The first step was the search for the most relevant online communities from which to study guests' Airbnb experiences. The second step involved data collection and analysis, which was conducted between February and August 2020. Positive emotions, or the use of the search words 'good', 'excellent', 'great', 'nice' and 'amazing', were used to capture review posts that indicated value co-creation and value co-recovery, whilst negative emotions, or the use of the keywords 'awful', 'bad', 'worst', 'terrible' and 'horrible', were linked to value co-destruction. Using these 10 keywords helped the current study avoid the generation of overwhelming amounts of data. In the present study, the responses included were limited to those in English, and each review post consisted of one entry, with an average of four sentences. Of the 900 online posts screened, the analysis focused on 415 reviews based on the 10 keywords mentioned above: 'good' (19), 'excellent' (29), 'great' (32), 'nice' (4), 'amazing' (16), 'awful' (41), 'bad' (77), 'worst' (72), 'terrible' (62) and 'horrible' (63).

Data analysis using the grounded theory approach identified two main sources: Airbnb's customer service and hosts' conduct. Four sub-themes (quality of interactions with customer service representatives, difficulties in achieving resolution, dissatisfaction or satisfaction with the resolution offered and costs incurred by the consumer) comprised the main theme of Airbnb's customer service. Two sub-themes (the role of the host's communication in service recovery and perceived unethical actions by the host) comprised the main theme of hosts' conduct.

From a theoretical perspective, this study adds to the existing literature on Airbnb by identifying two sources – Airbnb customer service and hosts' conduct – of value co-creation, co-destruction and co-recovery from Airbnb guests' perspectives in the context of the COVID-19 pandemic. At the micro level, due to inadequate communication and unethical actions by hosts (hosts' conduct), value co-destruction occurred. At the macro level, poor interactions with customer service representatives, difficulties achieving resolution, dissatisfaction/satisfaction with the resolution offered and the costs incurred by Airbnb customers resulted in value co-destruction and a decline in well-being. Existing studies have not examined all three-value outcomes simultaneously, particularly in the COVID-19 context, making this study valuable for its comprehensive approach.

Keywords: value co-creation; value co-destruction; value co-recovery; Airbnb, COVID-19

References:

Farmaki, A., Miguel, C., Drotarova, M. H., Aleksić, A., Časni, A. Č., & Efthymiadou, F. (2020). Impacts of Covid-19 on peer-to-peer accommodation platforms: Host perceptions and responses. International Journal of Hospitality Management, 91, 02663.

Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. Journal of Marketing Research, 39(1,) 61–72.

Mody, A.M., Lu, L., & Hanks, L. (2020). It's not worth the effort"! Examining service recovery in Airbnb and other homesharing platforms. International Journal of Contemporary Hospitality Management, 32(9), 2991–3014.

Nadeem, W., Juntunen, F., Shirazi, M., & Hajli, N. (2020). Consumers' value co-creation in sharing economy: The role of social support, consumers' ethical perceptions and relationship quality. Technological Forecasting & Social Change, 151, 119786.

Sthapit, E. (2019). My bad for wanting to try something unique: sources of value co-destruction in the Airbnb context. Current Issues in Tourism, 22(20), 2462–2465.

Sthapit, E., & Björk, P. (2021). Interactive value formation: drivers and outcomes from Airbnb guests' perspectives. Scandinavian Journal of Hospitality and Tourism, 21(2), 129–147.

Yin, J., Qian, L., & Shen, J. (2019). From value co-creation to value co-destruction? The case of dockless bike sharing in China. Transportation Research Part D, 71, 169–185.

Demos Parapanos

Innovation in hospitality: Development of mobile applications with gaming characteristics

As competition increases in hospitality, it has been noted that innovation and product development are keys to success (Torabi Farsani et al., 2016). Mobile commerce is marking the start of another era of innovation in business, and it will continue to extend the way organizations conduct business, changing the relationships between companies, customers, suppliers and partners (Keen, 2001). Technology innovations have changed consumer behaviour in hospitality in recent years (Law et al., 2014), supporting that establishing a website or a mobile application is not enough for increasing the productivity, efficiency, or creating an advantage in competition. For the innovative enterprise to create pure profit, innovation should generate and maintain a unique competitive advantage in relation to competitors in the domestic market as well as in international trade (Torabi Farsani et al., 2016).

Consumers typically expect high benefits from innovation and adopt new product and services more extensively and quickly than others, and in return they provide feedback and revenues to companies offering new products and services, making them a valuable market segment (Tussyadiah, 2016). Mobile devices have introduced both convenience and easiness to contemporary travellers making possible to complete a variety of transactions including shopping on-the-go for travel-related products or services (Ozturk et al., 2016). Indeed, today's increasingly technology-savvy hotel guests travel with various technologies, such as smartphones, mobile phones, tablets and laptops, and they use them to pre-check into their hotel rooms, browse the internet and purchase hotel products and services during their stays (DeFranco et al., 2017). The fast development of the internet in recent decades makes information broadcast and sharing much easier and faster (Zhou et al., 2017), effectively revolutionizing the hospitality and tourism industries (Law et al., 2014).

New technologies have been developed to enhance individuals' motivation, adding beneficial behaviour of the users towards the developer, resulting more attention towards gamification in this respect (da Silva Brito, Richard D'arc et al., 2018). During recent years, the enhancement of software via design features borrowed from video games has become a notable development in many software engineering projects (Morschheuser et al., 2018). Some Tourism/Hospitality companies have introduced innovations such as gamification to be more competitive (see JetoffGeneva.com, InterContinental Hotels Group's (IHG) trivia game "Win It in a Minute", "Stockholm Sounds" and La Quinta Inns & Suites "Play & Stay"). However, there is often confusion between the terms of games and gamification (Post, 2014). The primary purpose of games is to entertain, when gamification seeks to motivate people to change behaviours, develop new skills or engage in innovation (Post, 2014). Gaming is in its infancy in many industries (one of them being hospitality), hence very few successful examples have been established, mainly specialised treasure hunts and cultural heritage applications (Xu et al., 2016).

It will be useful to investigate the phenomenon of gamification in the hospitality industry as a potential benefit for the hotel sector. As an innovation in the hospitality industry, factors affecting its usage behaviour have yet to be researched. Research focusing on investigating hotel visitors' motives when using a mobile hotel gamified application by exploring motivational factors influencing intention to use a technology system will identify the key ingredients of such innovation. The methodological approach will focus on exploring individuals' opinions, towards the new technology to understand the factors that would create engagement between the user and the system to increase the repeating behaviour. The idea is that, if the active ingredients that make games addictive could be isolated, then gamification developers can put those ingredients into their digital technologies and make it engaging too.

Keywords: Gamification; Mobile applications; Innovation; New technologies; Mobile commerce; Hospitality; Hotels

References:

da Silva Brito, Richard D'arc, Contreras Pinochet, L. H., Luiz Lopes, E., & de Oliveira, M. A. (2018). Development of a gamification characteristics measurement scale for mobile application users. Internext: Revista Electrônica De Negócios Internacionais Da ESPM, 13(1), 1-16. 10.18568/1980-4865.1311-16

DeFranco, A. L., Morosan, C., & Hua, N. (2017). Moderating the impact of e-commerce expenses on financial performance in US upper upscale hotels: The role of property size. Tourism Economics : The Business and Finance of Tourism and Recreation, 23(2), 429-447. 10.5367/te.2015.0510

Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and Mobile Marketing Effectiveness. Journal of Interactive Marketing, 34, 25-36. 10.1016/j.intmar.2016.03.001

Keen, P. G. W. (2001). Integrate for Wireless. Computerworld; Computerworld, 35(29), 40.

Law, R., Buhalis, D., & Cobanoglu, C. (2014). Progress on information and communication technologies in hospitality and tourism. International Journal of Contemporary Hospitality Management, 26(5), 727-750. 10.1108/IJCHM-08-2013-0367

Morschheuser, B., Hassan, L., Werder, K., & Hamari, J. (2018). How to design gamification? A method for engineering gamified software. Information and Software Technology, 95, 219-237. 10.1016/j.infsof.2017.10.015

Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, F. (2016). What keeps the mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience. International Journal of Information Management, 36(6), 1350-1359. 10.1016/j.ijinfomgt.2016.04.005

Post, R. (2014). Game on: could gamification help business change behaviour? the Guardian. http://www.theguardian.com/sustainable-business/game-on-gamification-business-change-behavior

Torabi Farsani, N., Sadeghi, R., Shafiei, Z., & Shahzamani Sichani, A. (2016). Measurement of Satisfaction with ICT Services Implementation and Innovation in Restaurants (Case Study: Isfahan, Iran). Journal of Travel & Tourism Marketing, 33(2), 250-262. 10.1080/10548408.2015.1050540

Tussyadiah, I. P. (2016). The Influence of Innovativeness on On-Site Smartphone Use Among American Travelers: Implications for Context-Based Push Marketing. Journal of Travel & Tourism Marketing, 33(6), 806-823. 10.1080/10548408.2015.1068263

Xu, F., Tian, F., Buhalis, D., Weber, J., & Zhang, H. (2016). Tourists as Mobile Gamers: Gamification for Tourism Marketing. Journal of Travel & Tourism Marketing, 33(8), 1124-1142. 10.1080/10548408.2015.1093999

Zhou, X., Wang, M., & Li, D. (2017). From stay to play – A travel planning tool based on crowdsourcing user-generated contents. Applied Geography (Sevenoaks), 78, 1-11. 10.1016/j.apgeog.2016.10.002

Giuseppe Lamberti, Nikolaos Pappas, Josep Rialp, Alexandra Simon and Andreas Papatheodorou

Football club business management and satisfaction of spectators. A complexity approach

COVID-19 pandemic has pushed us to face a complex and turbulent environment where businesses' survival requires drastic adaptation and change (Huang and Jahromi, 2021). On these grounds, long-term strategic planning based on past behavior may not bring much benefit and, therefore, innovative practices should be emphasized to maintain a competitive advantage (Duchek, 2020). Therefore, it is not strange that, in recent years, studies on innovation and resilience, often focus on value-creating innovative and creative strategies and practices. Mainly, these studies have centered their attention on specific sectors or regions, but we have not been able to identify studies focused on the ludic activities industry, more precisely, on the attendance to football matches. Due to the fact theoretical and applied aspects of innovation and resilience need to be approached from a multidisciplinary point of view, to enable a better understanding of the internal and external dynamics that affect the evolution, planning, and delivery of events at times of uncertainty, we believe our study makes a contribution in this field.

The pathway to success in this current environment lies on the overall innovative stance adopted by event stakeholders and the resilience demonstrated by clubs' fans alike to externalities that bear opportunities for fundamentally rethinking clubs' practices of planning and delivering events. In this paper, we examine the complexity of sport spectators' perceived satisfaction in a very complex and turbulent environment considering different factors, i.e., stadium and ticket service quality, the image of the football club, fear, delight, and also gender, age, and involvement with one the most famous football clubs in the world: the Barcelona Football Club.

Attained satisfaction is first discussed using the classical approach of the linear regression analysis and then compared to the fuzzy-set qualitative comparative analysis (fsQCA) (Abbate, Cesaroni, Cinici, and Villari, 2019) to highlight the complex relations between different facets of satisfaction perception, finding that this innovative methodology is better suited for uncertainty contexts.

Considering the increase of interest in controlling business systems' chaos, we discuss managerial implications to help football club managers make suitable decisions to improve customer satisfaction. We have identified three pathways that can lead to satisfaction: (i) prestige focused, (ii) experience generated, and (iii) uncertainty oriented. These can assist clubs' managers to better understand complexity and thus to make better informed decisions that increase the perceived experience of spectators, and ultimately their satisfaction. The provision of three different pathways generates three different determinant alternatives. Football club managers can select and employ any of these, or even to combine them to increase satisfaction levels in a wider extent of spectator segments.

From a theoretical perspective, the paper provides a better understanding concerning the complex relations affecting spectator satisfaction in sport events. Methodologically, this paper uses fsQCA, a rather new method in sports management research. fsQCA can highlight the importance of complexity aspects due to its ability to provide multiple sufficient configurations, expressing different market segments and ultimately differential business interests and desirable enterprising strategies may provide insights and inform the decision-making of football club managers. Therefore, this research makes a methodological contribution, demonstrating the suitability on non-parametric analysis when compared with the dominant correlational one (regression) in sports events. This is very important facing complex and turbulent environment because the instability of the sports business environment is substantially rising due to the rapidly changing internal (competition; new trends etc.) and external (COVID-19; economic instability etc.) conditions.

Keywords: Event Management Policies; Complexity Theory; Uncertainty; Spectators' Satisfaction; Linear Model; Fuzzy-Set Qualitative Comparative Analysis

References:

Abbate, T., Cesaroni, F., Cinici, M.C., & Villari, M. (2019) Business models for developing smart cities. A fuzzy set qualitative comparative analysis of an IoT platform. Technological Forecasting & Social Change, 142, 83-193.

Duchek, S. (2020) Organizational resilience: A capability-based conceptualization. Business Research, 13, 215-246.

Huang, A., & Farboudi, M. (2021) Resilience building in service firms during and post COVID-19. The Service Industries Journal, 41(1-2), 138-167.

Pedro Vaz Serra, Cláudia Seabra and Ana Caldeira

The smart tourism ecosystem as an inducer of a differentiated tourist experience

The interaction between supply and demand, which represents the environment and the configuration of resources, should be used to guide measures of design, communication, and facilitation of the tourist experience (Uysal and Sirgy, 2019), with the experience being co-created, personalized, and single, the ablest to prosper in the competitive market (Volo, 2021).

This aim, which involves a sustainable conception of the tourist experience (Fesenmaier and Xiang, 2017), necessarily reflects the significant advances in the understanding of human behavior and information and communication technologies (Buhalis, Harwood, Bogicevic, Viglia, Beldona , & Hofacker, 2019).

The tourist experience, which creates a competitive advantage that is difficult to imitate and replace (Manthiou, Lee, Tang, & Chiang, 2014), can encompass cognitive, sensory, affective, and social dimensions, likely to be pleasant, exciting, satisfying, and significant (Tung and Ritchie, 2011; Kim and Perdue, 2013).

In this context, the concept of a smart tourism ecosystem emerges (Gretzel, Werthner, Koo, & Lamsfus, 2015), whose objective is to optimize the exchange of resources through the production of experiences, mediated by technology, as well as new rules which, in turn, improve the competitiveness of the destination and, in this way, contribute to obtaining a sustainable advantage in the long term (Scuttari, Pechlaner, & Erschbamer, 2021).

From the perspective of a smart tourism ecosystem, the production and consumption of tourism value — which, desirably, should be socially, culturally, environmentally, and economically sustainable (Phi and Dredge, 2019) —, shared, enhance differentiating experiences (Buhalis and Amaranggana, 2015), being promoted the corresponding interactions, through the collection, processing, and communication of data (Guo, Liu, & Chai, 2014).

This will be the first stage of a broader work, where we hope to obtain far-reaching results, highlighting the importance of interaction between interested parties, mediated by technology, capable of providing a positively differentiating tourist experience.

Given the above, we propose a conceptual approach, which will consider the relevance of the smart tourism ecosystem perspective in the design, communication, and facilitation of the tourism experience, where the relationship between decision-making and interaction processes is highlighted, as well as the stimuli and the nature of the experience (Fesenmaier and Xiang, 2017).

We intend to provide useful recommendations for the competitiveness and sustainability of accommodation and destinations, praising the interdisciplinarity between Culture and Heritage and the need to streamline the connection and interaction between the various stakeholders, which, through the co-creation of value mediated by technological development contemporary, will have to appeal to emerging instruments and methodologies, characterized by creativity and innovation.

Keywords: Tourism experience; Smart tourism ecosystem; Value co-creation

References:

Agapito, D. (2020). The senses in tourism design: A bibliometric review. Annals of Tourism Research, 83, 102934. https://doi.org/10.1016/j.annals.2020.102934

Amoah, F., Novienyo, L., & Amoah, A. (2019). Tourist experience, satisfaction, and behavioural intentions of rural tourism destinations in the Eastern Cape, South Africa. African Journal of Hospitality, Tourism and Leisure, 8(4). file:///C:/Users/pedro/Downloads/article_12_vol_8_4__2019_nmu11.pdf

Barile, S., Ciasullo, M. V., Troisi, O., & Sarno, D. (2017). The role of technology and institutions in tourism service ecosystems: Findings from a case study. The TQM Journal, 29(6), 811–833. https://doi.org/10.1108/TQM-06-2017-0068

Boes, K., Buhalis, D., & Inversini, A. (2016). Smart tourism destinations: ecosystems for tourism destination competitiveness. International Journal of Tourism Cities, 2(2), 108–124. https://doi.org/10.1108/IJTC-12-2015-0032

Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. Journal of Service Management, 30(4), 484–506. https://doi.org/10.1108/JOSM-12-2018-0398

Chark, R. (2021). Midnight in Paris: on heritage and nostalgia. Annals of Tourism Research, 90, 103266. https://doi.org/10.1016/j.annals.2021.103266

Chi, O. H., & Chi, C. G. (2022). Reminiscing Other People's Memories: Conceptualizing and Measuring Vicarious Nostalgia Evoked by Heritage Tourism. Journal of Travel Research, 61(1), 33–49. https://doi.org/10.1177/0047287520969904

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015a). Smart tourism: foundations and developments. Electronic Markets, 25(3), 179–188. https://doi.org/10.1007/s12525-015-0196-8

Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015b). Conceptual foundations for understanding smart tourism ecosystems. Computers in Human Behavior, 50(C), 558–563. https://doi.org/10.1016/j.chb.2015.03.043

Hall, C. M., & Williams, A. M. (2019). Tourism and Innovation. Routledge & CRC Press. https://www.routledge.com/Tourism-and-Innovation/Hall-Williams/p/book/9781138060821

Kim, J., & Fesenmaier, D. R. (2017). Tourism Experience and Tourism Design. In Design Science in Tourism. https://doi.org/10.1007/978-3-319-42773-7_2

Christos Kakarougkas

A resource-based theory approach evaluation of the COVID-19 associated changes on the organizational design of hotels

Hotels in their attempt to face the severely negative impact of the Covid-19 pandemic and help hesitant customers feel safe and make use of their product, following the principles of the resource-based theory (Barney et al., 2021) have made major changes in their operation: implementation of strict health protocols, enforcement of the use of personal protective equipment by both employees and guests, imposition of social distancing, through contactless transactions etc. (Gursoy et al., 2020). The “Resource-Based Theory” suggests that every enterprise through the combination of the “Resources” that it holds aim to develop organizational “Capabilities” that will lead to the formulation of competitive advantage (Teece, 2019). Burton et al., (2020) suggest that the organizational design of the internal environment of any enterprise plays an important role in the conversion of resources into business capabilities suitable to offer a competitive advantage.

The organizational design of the internal environment of an enterprise including hotel enterprises, is determined by several elements such as: structures, processes, leadership, culture, human resources, practices, and others, which can be controlled, combined, and used by an enterprise (Lemus-Aguilar, et al., 2019). Burton and Obel (2018) argue that the way these elements will be controlled and combined is defined by two key factors: Organizational Structure, and Organizational Coordination. Following the above this study in the light of the resource-based theory, will evaluate the impact of the Covid-19 pandemic on the organizational design of the internal environment of hotels and b) to propose strategic level policies that will help the management of hotels to develop the appropriate “organizational capabilities” in order to respond positively to the impact of the pandemic.

The originality and scientific and practical contribution of this study is documented by the fact that the negative effect of the Covid-19 pandemic on the hotel industry (Krishnan et al., 2020) and the operation of the hotel businesses (Kakarougkas & Stavrinoudis, 2021) has been recorded. However, the effect of the Covid-19 pandemic in the light of the resource-based theory, on the organizational design of the internal environment of hotels, has not been investigated yet. Because of this, the results of this study at a scientific level will fill a knowledge gap (Miles, 2017), while at a practical level will suggest strategic level policies that will help the management of hotels to better respond to the impact of the pandemic.

Following that the Delphi method has been chosen to fulfil the above research goal, since McPherson et al. (2018) argue that in cases such as this (identification of a knowledge gap), the most appropriate method of investigation is the Delphi method. Analytically the field research observing the conditions of correct application of the Delphi method (Asselin & Harper, 2014), was based on three consecutive research rounds which were conducted from 27/05/2020 to 13/08/2020 aiming to collect quantitative and qualitative data from a committee of experts with a high degree of expertise and knowledge on the Greek hotel industry.

It was found that the impact of the Covid-19 pandemic on the organizational design of a hotel’s internal environment is very strong and extensive, but the results of this study revealed that the “Small family-owned hotels” have been affected more than the “Large Hotel Companies”. Analytically the Organizational Structure of the hotel businesses due to the pandemic has turned to a high degree of formalization, standardization, and specialization, which is strongly based on the concentration of power and the respect of the roles that the hierarchical structure of a hotel assigns to each employee individually. Based on that the experts stressed that the management of hotels in their attempt to meet the challenges posed by the Covid-19 pandemic, turned to an Organizational Coordination that relies heavily on enhanced bureaucracy and compliance on many and strict rules and procedures and the strengthening of formal relationships among employees based on the role that each other hold. The participating experts stressed the idea that the above holds a negative and a positive dimension. Policies that will focus on the empowerment and the development of human resources and the changing of the management and operation model of hotels, can strengthen the positive dimension while at the same time can weaken the negative one.

Keywords: Covid-19; Hotels; Resource-based theory; Organizational Structure; Organizational Coordination; Dynamic Capabilities

References:

Asselin, M., & Harper, M. (2014). Revisiting the Delphi technique: implications for nursing professional development. Journal for Nurses in Professional Development, 30(1), 11-15.

Barney, J. B., Ketchen Jr, D. J., & Wright, M. (2021). Resource-Based Theory and the Value Creation Framework. Journal of Management, 01492063211021655.

Burton, R. M., & Obel, B. (2018). The science of organizational design: fit between structure and coordination. Journal of Organization Design, 7(1), 1-13.

Burton, R. M., Obel, B., & Håkonsson, D. D. (2020). Organizational design. Cambridge University Press.

Gursoy, D., Chi, C. G., & Chi, O. H. (2020). COVID-19 Study 2 Report: Restaurant and Hotel Industry: Restaurant and hotel customers’ sentiment analysis. Would they come back? If they would, WHEN? (Report No. 2), Carson College of Business, Washington State University. Available at: http://www.htmacademy.com/wp-content/uploads/2020/06/Covid-19-May-24-30-study-summary-report.pdf [Accessed 05th February 2022]

Kakarougkas C. & Stavrinoudis T. (2021). Covid-19 impact on the human aspect of organizational culture and learning: The case of the Greek hospitality industry. In Z. Ghaderi and A. Paraskevas (Eds.), Organizational learning in tourism and hospitality crisis management (p. 49). De Gruyter Studies in Tourism.

Krishnan, V., Mann, R., Seitzman, N., & Wittkamp, N. (2020). Hospitality and COVID-19: How long until ‘no vacancy’for US hotels?. Available at: https://www.mckinsey.com/industries/travel-logistics-and-transport-infrastructure/our-insights/hospitality-and-Covid-19-how-long-until-no-vacancy-for-us-hotels [Accessed 05th February 2022]

Lemus-Aguilar, I., Morales-Alonso, G., Ramirez-Portilla, A., & Hidalgo, A. (2019). Sustainable business models through the lens of organizational design: A systematic literature review. Sustainability, 11(19), 5379. 9

McPherson, S., Reese, C., & Wendler, M. C. (2018). Methodology update: Delphi studies. Nursing research, 67(5), 404-410.

Miles, D. A. (2017, August). A taxonomy of research gaps: Identifying and defining the seven research gaps. In Doctoral Student Workshop: Finding Research Gaps-Research Methods and Strategies, Dallas, Texas. Available at: https://www.researchgate.net/profile/Sanusi-Sani-Maimagani/post/What-is-a-research-gap-or-knowledge-gap-in-research-and-literature-Is-gap-explored-or-constructed-How-can-gap-in-research-be-

identified/attachment/612e5570647f3906fc94fab2/AS%3A1062899850153985%401630426480747/download/Miles2017.pdf [Accessed 05th February 2022]
Teece, D. J. (2019). A capability theory of the firm: an economics and (strategic) management perspective. New Zealand Economic Papers, 53(1), 1-43.

Adenike Adebayo

Student-centred expert interview and guest speaker in promoting active learning

This study examines the impact of student-centred experts interview and guest lectures in promoting active learning among undergraduate students. The relevance of student involvement and introducing active learning into the classroom has been emphasised by Bonwell and Eison (1991). Experts interviews and guest lectures are some approaches that can be used to implement this. Blended learning and flipped learning and teaching approaches have been discussed to be beneficial in the literature (Lieser et al., 2018).

For Robinson and Kakela (2006) guest speakers have been seen to increase student engagement and cultivate critical thinking. This can be more effective than traditional lecture styles (Lowman1995). Tailoring such talks around module objectives can play a part in the level of acceptance by students (Roush 2013). Further, guest speakers complement theoretical viewpoints with practical and professional insights which is very effective in learning and teaching (Butler and von Wielligh 2011).

The strategy implemented was to integrate two guest lectures and two pre-recorded short expert interviews into weekly learning and teaching activities. This was intended to give a more practical perspective to students' learning. The purpose of this study is two-fold: first, to uncover whether expert interviews and guest lectures enhance students' learning? Second, to examine how expert interviews and guest lectures enhance gaining valuable professional and career skills.

This research aims to use three approaches to data collection to examine the benefits of the interventions. To be able to provide answers to the research questions, both quantitative and qualitative approaches to data collection will be used. First, post-talk questionnaire. Students who attend the guest speaker talk will be asked to complete a paper-based survey on the impact of the guest speaker talks on their learning, and ways to enhance such events in the future. Second, semi-structured interviews will be conducted with some students to uncover, how the guest speaker lectures, and expert interviews impacted their overall experience of the module. Third, observations will be made during the in-person guest speaker lectures.

Keywords: student-centred, experts interview, guest lectures, and student engagement

Chryso Panayidou, Prokopis Christou and Alexis Saveriades

Colonial site development during times of uncertainty: An exploration of local residents' perceptions

The purpose of this study is to investigate how local residents conceptualize colonial sites associated with suffering and explore their perceptions over the development of such sites during times of uncertainty, such as the current pandemic epoch. Tourism development in the post-colonial world is complicated over the representation of image of colonial past. According to Jorgensen, (2019) colonial heritage is becoming an increasingly popular tourist attraction internationally. Academic investigation within the postcolonial perspective has attempted to approach the connection between tourism development and colonial experiences (Carrigan, 2011; Winter, 2007; Hall and Tucker, 2004). What has been identified through such studies is the fact that there is an ongoing conflict between promoting the colonial past as tourism supply from the one hand, and its potential annihilation as an undesirable past on the other. According to Buckley (2013) memories of colonial past rootedin certain heritage surroundings are actively recreated and promoted as colonial nostalgia for tourismdevelopment. Nonetheless, Chadha (2006) argues that more shameful elements of colonial past are to be forgottenor suppressed.The current tourism literature has examine perspectives of either supply or demand, with specific reference to utilising colonial heritage for tourism development (Sarmento, 2010; Basu, 2008; Teather and Chow, 2003). Even so, there is seems to be a gap related to the perceptions of the local community in the development of such sites for touristic purposes. Academic investigation has yet to be focused on identifying the ways in which local community conceptualize and experience the colonial sites of their country. This study attempts to examine how colonial sites are conceptualized, experienced and whether the local residents believe there is potential for further development.

The conceptual theory used for the study is the Social Exchange theory. Ogorelc (2009) notes that on the basis of this theory, residents' support of tourism development as a function of personal benefits whether they are positive or negative. Social Exchange Theory has been utilized to investigate, explain and understand residents' perceptions towards tourism development (Gannon et al. 2020 and Alwajfahet al.2019). According to this widely used theory, residents are more willing to support tourism development when positive perceptions of tourism out weight the negative (Alwajfah et al. 2019).This interpretive approach seeks to better understand the phenomena under investigation from a specific viewpoint.

Given the dearth of colonial tourism research from a local community's perspective, an exploratory qualitative approach was considered as a fitting method of advancing research in the area. This type of qualitative exploratory research is conducted either when little is known about the situation at hand or when little information is available on how similar research issues have been solved in the past (Kim and Butler ,2015). According to researchers (Christou, 2018; Ritchie and Lewis, 2003; Sekaran, 2003) such approaches may be of value when the subject matter is complex and where some identifications of the underlying constructs is needed. Thus, this study of the examination of local community's perceptions towards colonial site tourism development adopted a qualitative methodology, while incorporating a combination of formal and informal interviewing and focus groups.The context of the study is Cyprus, a destination that used to be a British colony and has opted for leisure and sea-sun tourism in the last few decades. The primary research data were collected in the form of combination between a series of unstructured personal face-to-face informal interviews with local people residing in Cyprus.

Preliminary findings deliver perceptions of the local community in Cyprus, the small Mediterranean island that was British colony for much of the twentieth century.The findings of the study provide insights into a number of or areas of interest; Firstly, they add to the existing knowledge of the colonial sites development in countries that were former colonies. Secondly, they deliver understandings of the extent in which local community opinions and views differ in the support or not of post-colonial site development. Thirdly, they contribute to the body of knowledge regarding the support of local residents in idiosyncratic forms of tourism development at times of uncertainty.

Keywords: colonial sites; development; resident's perceptions

References:

Alrwajfah, M.M., Almeida-Garcia, F., and Cortes-Macias, R. (2019). Residents' Perceptions and Satisfaction toward Tourism Development: A Case Study of Petra Region, Jordan, Sustainability, 11, 1-19

Basu, P. (2008). Confronting the past?: Negotiating a heritage of conflict in Sierra Leone, Journal of Material Culture, 13(2),233–247.

Buckley, R. (2013). Material culture of post-colonial wildlife tourism, Annals of Tourism Research, 41, 225–228.

Carrigan, A. (2011). Postcolonial tourism: Literature, culture and environment, .London: Routledge.

Chadha, A. (2006). Ambivalent heritage: Between affect and ideology in a colonial cemetery, Journal of Material Culture, 11(3),339–363.

Gannon, M., Rasoolimanesh, M. and Taheri, B. (2020). Assessing the Mediating Role of Residents' Perceptions toward Tourism Development, Journal of Travel Research, 60 (1), 149-171.

Christou, P. A. (2018). Exploring agape: Tourists on the island of love. Tourism Management, 68, 13-22.

Ha, K. N. (2015). Postkolonialismus. In S. Arndt & N. Ofuatey-Alazard. (Eds.). Wie RassismusausWörternspricht. (K)Erben des KolonialismusimWissensarchiv deutsche Sprache. (p.177-184). Münster, Germany: UnrastVerlag.

Hall and Tucker (2004). Hall, C. M., & Tucker, H. (Eds.). (2004). Tourism and postcolonialism: Contested discourses, identities and representations. London: Routledge.

Jorgensen, H. (2019). Postcolonial perspectives on colonial heritage tourism: The domestic tourist consumption of French heritage in Puducherry, India, Annals of Tourism Research, 77, 117–127.

Jennifer Devine and Diana Ojeda (2017). Violence and dispossession in tourism development: a critical geographical approach, Journal of Sustainable Tourism, 25 (5), 605-617, DOI:10.1080/09669582.2017.1293401

Kim, S. and Butler, G. (2015). Local Community perspective towards dark tourism development: the case of Snowtown, South Australia, Journal of Tourism and Cultural Change, 13 (1), 78-89.

Ogorelc, A. (2009). Resident's perceptions of tourism impacts and sustainable tourism development, International Journal of Sustainable Economy, 1(4).

Sarmento, J. (2010). Fort Jesus: Guiding the past and contesting the present in Kenya, Tourism Geographies, 12(2), 246–263.

Teather, E. K., and Chow, C. S. (2003). Identity and place: The testament of designated heritage in Hong Kong, International Journalof Heritage Studies, 9(2),93–115.
Winter, T. (2007). Post-colonial heritage, post-colonial tourism: Culture, politics and development at Angkor, London and New York:Routledge.

Christopher Hayes

Promoting tourism from behind closed borders: Japanese inbound tourism strategies during COVID-19

Since 1 April 2020, Japan's borders have been closed to foreign nationals. Over the course of the pandemic, the number of countries affected expanded, and at multiple periods over the pandemic the government has prevented foreign residents from re-entering the country. From March 2022, foreign nationals will once again be allowed to enter the country, but not for tourism. Indeed, it has been almost two years since Japan has received foreign tourists. Although other countries such as Australia have also followed similar serve restrictions, the case of Japan is particularly interesting in the context of the country's tourism ambitions. Inbound tourism to Japan has developed exponentially over the past 15 years and 2020 had been set as the year by which the government hoped to receive 40 million tourists annually. This ambition was supported by the hosting of the 2020 Summer Olympics and Paralympics, which would have drawn spectators from across the globe. Instead, the Olympics took place behind closed doors, and the country has remained inaccessible to tourists. As such, Japan has not only missed its target, but it has been in a limbo, keen to promote the country as a tourist destination, but unable to actually welcome international visitors. However, in spite of these barriers to tourism, the Japan National Tourism Organization (JNTO) has been active throughout the pandemic, even launching new campaigns.

This paper takes Japan as a case study of how tourism promotions have been challenged by the pandemic and how organisations/tourist boards have responded to these challenges. The study offers insight into tourists' changing preferences, innovative new forms of tourism, how tourism organisations can operate within restrictive and uncertain contexts, and how these interrelated factors and the responses the JNTO have provided to them show a possible vision of post-Covid tourism futures. The research is inherently interdisciplinary, intersection cultural studies, media studies, and tourism studies. The case study examines a range of tourism promotion materials published on the JNTO's Travel Japan UK webpages during the pandemic period, which are analysed through critical multimodal discourse analysis in order to understand the meanings and purposes of images and texts designed to engage future tourists. These analyses are set against official press releases and national tourism policies in order to understand these promotions within the wider context of current and future tourism strategies.

It will be shown how various approaches to 'virtual' tourism have been adopted to replicate elements of the tourism experience while at the same time preparing the prospective tourist for future trips, demonstrating confidence in the industry's recovery post-Covid. Moreover, it will be shown how the images used to promote Japan have changed (or stayed the same) during the pandemic, the reasons for this change, and how an unexpected and novel tourism solution reinterprets what it means to travel to Japan. This study will complement existing literature on tourism during the pandemic, while offering new perspectives on tourism promotion strategies through an innovative and interdisciplinary approach that examines marketing materials from a critical discourse and media perspective, addressing the broader social contexts in which these campaigns are produced. Although the case study focuses on Japan, it is highly salient for any tourism-focused nation that is coming out of this present pandemic as well as for scholars working on tourism marketing, destination image, and new forms of tourism.

Keywords: destination image; tourism campaigns; digital tourism; virtual tourism; Japan; Covid-19

Jiwon Lim, Kangwoo Lee, Dahee Kim, Myeongseon Kim and Soongoo Hong

Comparative analysis of destination image and satisfaction of domestic and foreign tourists using Text Mining

The number of foreign tourists visiting Korea has plummeted due to COVID-19, and the tourism industry is suffering more than ever. In this situation, it is very important for the government and local governments to create tourism infrastructure and respond to trends. Accordingly, the government and local governments have been striving to collect and analyze objective data to attract foreign tourists since COVID-19, but mainly evaluations by experts and surveys for visitors. This approach is likely to lead to inaccurate and biased conclusions due to fewer samples [1]. In addition, it consumes a lot of cost and time, and it is difficult to draw up an immediate issue.

Therefore, this study attempts to compare and analyze the image and satisfaction of domestic and foreign tourists using Text-mining. Today, a huge amount of data is generated as many people share tourism information or new experiences obtained through travel through online reviews [2]. These online reviews are expected to be very useful in terms of the policy. This is because tourists write reviews based on their own experiences after travel, so reviews reflect the image of a tourist destination and become an indicator of satisfaction [2]. Text-mining is a valuable method for finding new and meaningful information about tourist destinations by collecting and analyzing Tons of online reviews generated in real-time [3].

For the study, 27,696 reviews of TripAdvisor online left by domestic and foreign visitors (English, Japanese, and Chinese) for Busan tourist attractions will be collected to analyze the difference in destination image and satisfaction[4]. To attract foreign tourists, it is important to understand which factors are critically considered and evaluated along with the image of tourist destinations.

The data will go through pre-processing and sentence segmentation, and first, Topic-modeling using LDA and BTM will be performed to analyze the tourist destination image. LDA (Latent Dirichlet Allocation) is a model for estimating the topic of a given document based on the word distribution for the topic [5], and BTM (Biterm Topic Modeling) is based on the joint probability distribution between words, This is a model for estimating the topic of the document [6]. Through this, the overall image of tourist destinations viewed by domestic and foreign tourists will be identified and the differences will be analyzed.

Next, the factors will be analyzed by applying the existing tourist attraction evaluation criteria proposed by the Ministry of Culture, Sports, and Tourism(MCST)[7]. Factors will be analyzed by applying the existing tourist destination evaluation criteria. To find the satisfaction of domestic and foreign tourists based on factors such as satisfaction, staff response, food variety, price, product variety, fun, and accessibility that are commonly applied to tourist destinations by the MCST, Sentiment-analysis of text data tagged with categories will be conducted and will be. Through Sentiment-analysis, we will try to find the factors that differ in the satisfaction of domestic and foreign tourists and find the cause. Through emotional analysis, we will try to find out the factors that differ in the satisfaction of domestic and foreign tourists and find the cause[8]. Unlike existing studies that usually investigated finding satisfaction factors for tourists, the focus will be on comparing and analyzing domestic and foreign tourist satisfaction factors. This approach is expected to help establish strategies to attract foreign tourists and establish future tourism policies.

Acknowledge
This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2018S1A3A2075240).

Keywords: Tourist satisfaction; Text-mining; destination image

References:
[1] Kim, J.H.(1995), A study on reliability analysis of questionnaire items, Master's Thesis, Jeonju University.
[2] Parra-López, E., Bulchand-Gidumal, J., Gutierrez-Tano, D., & Diaz-Armas, R.(2011). Intentions to use social media in organizing and taking vacation trips. Computers in Human Behavior, 27(2), 640-654.
[3] Kar, A. K. , & Dwivedi, Y. K. (2020). Theory building with big data-driven research–moving away from the "what "towards the "why. Int. J. Inf. Manage., 54 , Article 102205 .
[4] Trip Advisor, http://tripadvisor.co.kr [Accessed 25th May 2021].
[5] Blei, D. M., Ng, A. Y., & Jordan, M. I., "Latent dirichlet allocation". Journal of machine Learning research, 3(Jan), 993-1022. 2003
[6] Yan, X., Guo, J., Lan, Y., Cheng, X., "A biterm topic model for short texts", In Proceedings of the 22nd international conference on World Wide Web, 1445-1456, 2013.
[7] Ministry of Culture, Sports and Tourism, Cultural Tourism Festival Evaluation Report, MCST, 2018.
[8] González-Rodríguez, M.R., Martínez-Torres, R., Toral, S.: Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. In: International Journal of Contemporary Hospitality Management, 2016.

Etin Indrayani, Agus Supriadi Harahap, Gatiningsih, Yudi Rusfiana and Wirman Syafri

Development of community-based tourism institutional model

Tourism has experienced continuous expansion and diversification and is one of the largest and fastest-growing economic sectors globally, including Indonesia. This study aims to formulate an Institutional Model of Tourism Management in Lake Toba, North Sumatra Province, as one of the super-priority destinations. It has a high impetus for developing an integrated and sustainable tourism management system. The method used in this study uses a mixed approach (mix methods). Participant observations, quantitative and qualitative surveys, in-depth interviews, informal discussions, and secondary data such as media and government reports have all been used. Non-participant observations will be carried out at all stages of the study, with photos, personal data, and public data collected during the study period. The use of these various methods allows triangulation of the results. The results show the correct "Institutional Model of Tourism Management" in Lake Toba, North Sumatra, is needed to have a high impetus for developing an integrated and sustainable tourism management system. Stakeholder analysis is required to identify actors who give or impact an area so that patterns of involvement can be created comprehensively through the three target schemes, namely (1) identification of stakeholders; (2) identification of stakeholder roles; and (3) mapping of stakeholder involvement. The Management Agency must have a straightforward roadmap design for developing the Lake Toba area. It is necessary to develop an institutional model that involves many stakeholders. Identifying strategic stakeholders must represent each group in the tourism planning process. The strategic stakeholder groups for tourism planning and implementation include the Penta helix model, namely the community, government, private sector, media, and academics

Keywords: Institutional Model; Super Priority Destinations; Stakeholder Analysis; Community-Based Tourism

References:

Agarwal, A, Shankar, R, and Tiwari M.K. (2007). Modeling agility of supply chain Industrial Marketing Management‖, Volume 36, Issue 4, Pages 443-457

Bel, François, Anne Lacroix, Sandrine Lyser, Tina Rambonilaza, and Nadine Turpin. (2015). "Domestic Demand for Tourism in Rural Areas: Insights from Summer Stays in Three French Regions *." Tourism Management 46. Elsevier Ltd: 562–70. doi:10.1016/j.tourman.2014.07.020.

Bramwell, Bill. (2015). "Theoretical Activity in Sustainable Tourism Research." Annals of Tourism Research 54. Elsevier Ltd: 204–18. doi:10.1016/j.annals.2015.07.005

Campón-Cerro, Ana María, José Manuel Hernández-Mogollón, and Helena Alves. (2017). "Sustainable Improvement of Competitiveness in Rural Tourism Destinations: The Quest for Tourist Loyalty in Spain." Journal of Destination Marketing and Management 6 (3). Elsevier: 252–66. doi:10.1016/j.jdmm.2016.04.005.

Falaster, C., Zanin, L. M., & Guerrazzi, L. A. (2017). Institutional theory in tourism research: new opportunities from an evolving theory. Revista Brasileira de Pesquisa Em Turismo, 11(2), 270–293. https://doi.org/10.7784/rbtur.v11i2.1310

Fong, V. H. I., Wong, I. K. A., & Hong, J. F. L. (2018). Developing institutional logics in the tourism industry through coopetition. Tourism Management, 66, 244–262. https://doi.org/10.1016/j.tourman.2017.12.005

Goeldner, C.R and J.R. Brent Ritchie. (2009). Tourism: Principle, Practices, Philosophies 7ed. John Wiley & Son, Inc 657 p

Halil Bajrami, M., Ejup Fejza, S., & Ali Ismajli, S. (2015). The Role Of Public Institutions Toward The Sustainable Tourism Development Study Case: Albanian Alps Touristic Region Keywords: Sustainable Tourism, Tourism Policy, Sustainable Tourism Models, The Albanian Alps Tourism Region. European Scientific Journal, 11(11), 1857–7881

Jansson, André. (2018). "Annals of Tourism Research Rethinking Post-Tourism in the Age of Social Media." Annals of Tourism Research 69 (September 2017). Elsevier: 101–10. doi:10.1016/j.annals.2018.01.005.

Jesus, Cátia, and Mário Franco. (2016.) "Cooperation Networks in Tourism: A Study of Hotels and Rural Tourism Establishments in an Inland Region of Portugal." Journal of Hospitality and Tourism Management 29: 165–75. doi:10.1016/j.jhtm.2016.07.005.

Jiang, T., Zhuo, S., Zhang, C., & Gao, J. (2019). The impact of institutions on the evolution of tourism accommodation format: Evidence from Wulingyuan, China. Sustainability (Switzerland), 11(10). https://doi.org/10.3390/su11102882

Kazaryanz, I. G., Eremenko, I. A., Tkachenko, M. A., & Suhovenko, A. v. (2018). Institutional Formation to Develop Tourism and Recreation Clusters. In European Research Studies Journal: Vol. XXI (Issue 1).

Liu, Jingjing, Peter Nijkamp, and Derong Lin. (2017). "Urban-Rural Imbalance and Tourism-Led Growth in China." Annals of Tourism Research 64. Elsevier Ltd: 24–36. doi:10.1016/j.annals.2017.02.005.

McIntoch, R.W. and Goeldner.C.R. (1990.) Tourism : Principle, Practices, Philosophies. Jhon Wiley & Son, Inc. 534 p

Mellon, Vicky, and Bill Bramwell. (2018.) "Annals of Tourism Research The Temporal Evolution of Tourism Institutions." Annals of Tourism Research 69 (August 2017). Elsevier: 42–52. doi:10.1016/j.annals.2017.12.008.

Panyik, Emese, Carlos Costa, and Tamara Rátz. (2011). "Implementing Integrated Rural Tourism: An Event-Based Approach." Tourism Management 32 (6). Elsevier Ltd: 1352–63. doi:10.1016/j.tourman.2011.01.009.

Salvatore, Rita, Emilio Chiodo, and Andrea Fantini. 2018. "Annals of Tourism Research Tourism Transition in Peripheral Rural Areas : Theories , Issues and Strategies." Annals of Tourism Research 68 (September 2017). Elsevier: 41–51. doi:10.1016/j.annals.2017.11.003.

Sawant, Madhuri. (2017). "Socio-Economic Impacts of Tourism Development at Aurangabad District." In Research & Consultancy, 1–8.

Toirxonovna, A. M., Obloqulovich, U. T., & Tuychiev, I. I. (2020). Institutional Framework for the Development of the Tourism Market. Indonesian Journal of Law and Economics Review, 8. https://doi.org/10.21070/ijler.2020.v8.687

Williams, Allan M., and Gareth Shaw. (2011). "Internationalization and Innovation in Tourism." Annals of Tourism Research 38 (1). Elsevier Ltd: 27–51. doi:10.1016/j.annals.2010.09.006.

Xue, Lan, Deborah Kerstetter, and Carter Hunt. (2017). "Tourism Development and Changing Rural Identity in China." Annals of Tourism Research 66. Elsevier Ltd: 170–82. doi:10.1016/j.annals.2017.07.016.

Luna Leoni and Mateus Panizzon

Tourism organizations' strategic resilience: Evidence from the hotel industry

Tourism is one of the sectors usually most affected by changing and uncertain conditions, such as economic crises, climate change, health crises, and the like (Calgaro et al., 2014; Dahles & Susilowati, 2015; Glaesser, 2006; Hall, 2010; Senbeto & Hon, 2020). This vulnerability has been particularly evident during the Covid-19 pandemic, which has drastically reduced – if not eliminated – tourist activities worldwide, generating dramatic socio-cultural and economic problems for tourism firms and destinations (Gössling et al., 2020; Khan et al., 2021; Jiang & Wen, 2020). All of this has recently stimulated the interest of academics and practitioners in tourism industry resilience (Brown et al., 2021; Filimonau & De Coteau, 2020; World Bank, 2020; WTO, 2020).

In this regard, an interesting and expanding line of research is dealing with defining the factors that allow tourism organizations to be resilient as well as to act resiliently (e.g., Brown et al., 2018; Tibay et al., 2018; Ntounis et al., 2021); whilst, another one is stressing the importance of adopting a dynamic capabilities (DCs) approach in responding to a turbulent environment and achieving long-term resilience (Jiang et al., 2019; Augier & Teece, 2009; Paton et al., 2000).

However, in the already limited number of studies on resilience at both tourism destinations and tourism organization level (Melián-Alzola et al., 2020; Orchiston et al., 2016), even fewer are those adopting DCs – despite this approach is widely advocated as a key to better understand and investigate organizational resilience. Notable exceptions in this sense are the work by Jiang et al. (2019) and Jiang et al. (2021). However, these studies offer – on the one hand – a purely conceptual vision (i.e., Jiang et al., 2019), and – on the other hand – a qualitative analysis (Jiang et al., 2021) of the phenomenon, confirming that – as highlighted by them Bec et al. (2016), Doğantan & Akoğlan Kozak (2019), and Gorjian Khanzad & Gooyabadi (2021) – tourism resilience literature is still predominantly at the destination level or at the operational level (when looking at tourism organizations), mainly conceptual or using secondary data and qualitative approaches.

Thus, this research aims to fill the above-mentioned gaps by quantitatively investigating the organisational strategic resilience in the hotel industry according to a DCs approach.
Hence, in this research, a survey data collection method has been implemented due to its already demonstrated validity for similar investigations (e.g., Orchiston, 2013; Pathak & Joshi, 2021). In particular, the survey instrument was based on ad-hoc validated scales, identified through a review of relevant literature in the areas of tourism management, organizational resilience, and DCs (e.g., Akpan et al., 2021; Battisti & Deakins, 2017; Şengül et al., 2019; Su & Linderman, 2016). Moreover, reliability and construct validity of all the multi-item scales identified were furtherly evaluated by eight experts (O'Leary-Kelly, S. W., & Vokurka, R. J., 1998), both from academia and hotel industry.

According to the above, we are currently sending the final questionnaire to worldwide hotels' managers and as to encourage hotels to take part in the research – as well as to better explain it – we have created a project website (https://www.hindre.co), with the questionnaire available in three different languages (English, Italian, and Portuguese).

Answers will be analysed with a quantitative approach, namely structural equations modelling (SEM) that – combining Confirmatory Factorial Analysis and Multiple Linear Regression Analysis – allows confirming constructs and their relationships.

Results of this research project should lead us to: i) define tourism organizational strategic resilience as a multifaceted DC encompassing different but interconnected DCs, and ii) to build an organisational strategic resilience multi-level framework for the hotel industry.
In synthesis, the value and originality of this contribution lie in its ability to offer – to the best of the authors' knowledge – the first strategic resilience framework for the hotel industry and a structured survey for its investigation, generating important theoretical and practical implications as well as opening up interesting future research venues.

Keywords: Hotel Industry; Organisational Resilience; Dynamic Capabilities; Tourism

References:

Akpan, E. E., Johnny, E., & Sylva, W. (2021) Dynamic Capabilities and Organizational Resilience of Manufacturing Firms in Nigeria. Vision, 0972262920984545.

Augier, M., & Teece, D. J. (2009) Dynamic capabilities and the role of managers in business strategy and economic performance. Organization science, 20(2), 410-421.

Battisti, M., & Deakins, D. (2017) The relationship between dynamic capabilities, the firm's resource base and performance in a post-disaster environment. International Small Business Journal, 35(1), 78-98.

Bec, A., McLennan, C. L., & Moyle, B. D. (2016) Community resilience to long-term tourism decline and rejuvenation: A literature review and conceptual model. Current Issues in Tourism, 19(5), 431-457.

Brown, N. A., Feldmann-Jensen, S., Rovins, J. E., Orchiston, C., & Johnston, D. (2021) Exploring disaster resilience within the hotel sector: A case study of Wellington and Hawke's Bay New Zealand. International Journal of Disaster Risk Reduction, 55, 102080.

Brown, N. A., Orchiston, C., Rovins, J. E., Feldmann-Jensen, S., & Johnston, D. (2018) An integrative framework for investigating disaster resilience within the hotel sector. Journal of Hospitality and Tourism Management, 36, 67-75.

Calgaro, E., Lloyd, K., & Dominey-Howes, D. (2014) From vulnerability to transformation: A framework for assessing the vulnerability and resilience of tourism destinations. Journal of Sustainable Tourism, 22(3), 341-360.

Dahles, H., & Susilowati, T. P. (2015) Business resilience in times of growth and crisis. Annals of Tourism Research, 51, 34-50.

Doğantan, E., & Akoğlan Kozak, M. (2019) Resilience capacity in different types of tourism businesses. Tourism: An International Interdisciplinary Journal, 67(2), 126-146.

Filimonau, V., & De Coteau, D. (2020) Tourism resilience in the context of integrated destination and disaster management (DM2). International Journal of Tourism Research, 22(2), 202-222.

Gillham, B. (2008) Developing a questionnaire. A&C Black.

Glaesser, D. (2006) Crisis Management in the Tourism Industry (2nd ed.). Oxford: Butterworth-Heinemann.

Gössling, S., Scott, D., & Hall, C. M. (2020) Pandemics, tourism and global change: a rapid assessment of COVID-19. Journal of Sustainable Tourism, 29(1), 1-20.

Gorjian Khanzad, Z., & Gooyabadi, A. A. (2021) Development of Strategic Resilience Framework for Small Businesses Post-COVID-19. Businesses, 1(3), 127-141.

Hall, C. M. (2010) Crisis events in tourism: subjects of crisis in tourism. Current issues in Tourism, 13(5), 401-417.

Jiang, Y., Ritchie, B. W., & Verreynne, M. L. (2019) Building tourism organizational resilience to crises and disasters: A dynamic capabilities view. International Journal of Tourism Research, 21(6), 882-900.

Jiang, Y., Ritchie, B. W., & Verreynne, M. L. (2021) Developing disaster resilience: A processual and reflective approach. Tourism Management, 87, 104374.

Jiang, Y., & Wen, J. (2020) Effects of COVID-19 on hotel marketing and management: a perspective article. International Journal of Contemporary Hospitality Management, 32(8), 2563-2573.

Khan, A., Bibi, S., Lyu, J., Latif, A., & Lorenzo, A. (2021) COVID-19 and sectoral employment trends: assessing resilience in the US leisure and hospitality industry. Current Issues in Tourism, 24(7), 952-969.

Melián-Alzola, L., Fernández-Monroy, M., & Hidalgo-Peñate, M. (2020) Hotels in contexts of uncertainty: Measuring organisational resilience. Tourism management perspectives, 36, 100747.

Ntounis, N., Parker, C., Skinner, H., Steadman, C., & Warnaby, G. (2021) Tourism and Hospitality industry resilience during the Covid-19 pandemic: Evidence from England. Current Issues in Tourism, 1-14.

O'Leary-Kelly, S. W., & Vokurka, R. J. (1998) The empirical assessment of construct validity. Journal of Operations Management, 16(4), 387-405.

Orchiston, C. (2013) Tourism business preparedness, resilience and disaster planning in a region of high seismic risk: The case of the Southern Alps, New Zealand. Current Issues in Tourism, 16(5), 477-494.

Orchiston, C., Prayag, G., & Brown, C. (2016) Organizational resilience in the tourism sector. Annals of Tourism Research, 56, 145-148.

Pathak, D., & Joshi, G. (2021) Impact of psychological capital and life satisfaction on organizational resilience during COVID-19: Indian tourism insights. Current Issues in Tourism, 24(17), 2398-2415.

Regmi, P. R., Waithaka, E., Paudyal, A., Simkhada, P., & Van Teijlingen, E. (2016) Guide to the design and application of online questionnaire surveys. Nepal Journal of Epidemiology, 6(4), 640.

Senbeto, D. L., & Hon, A. H. (2020) Market turbulence and service innovation in hospitality: examining the underlying mechanisms of employee and organizational resilience. The Service Industries Journal, 40(15-16), 1119-1139.

Şengül, H., Marşan, D., & Gün, T. (2019) Survey assessment of organizational resiliency potential of a group of Seveso organizations in Turkey. Proceedings of the Institution of Mechanical Engineers, Part O: Journal of Risk and Reliability, 233(3), 470-486.

Su, H. C., & Linderman, K. (2016) An empirical investigation in sustaining high-quality performance. Decision Sciences, 47(5), 787-819.

Tibay, V., Miller, J., Chang-Richards, A. Y., Egbelakin, T., Seville, E., & Wilkinson, S. (2018) Business resilience: A study of Auckland hospitality sector. Procedia Engineering, 212, 1217- 1224.

World Bank (2020) Rebuilding Tourism Competitiveness: Tourism Response, Recovery and Resilience to the COVID-19 Crisis. World Bank, Washington, DC.

World Tourism Organization. (2020). Supporting jobs and economies through travel & tourism – a call for action to mitigate the socio-economic impact of COVID-19 and accelerate recovery. UNWTO.

Shahboz Babaev and Tony Johnston

COVID-19 pandemic disruption and rebirth of hospitality and tourism industry in Uzbekistan

This paper explores the impact of COVID-19 on the tourism industry in Uzbekistan. Tourism is an industry that is often framed by volatility, exposure, and resilience. Few shocks to the sector have been greater in the past century than the COVID-19 pandemic. The pandemic has resulted in over 5 million deaths globally, disrupting tourism economies through closed borders, mandatory quarantines and visa regulations, curtailed transport options, and high levels of disease, among other factors. The disruption has resulted in a defining moment for tourism in many nations and in Uzbekistan has offered an opportunity to reset and reconfigure the role government plays in tourism structures and impacts.

This research mainly adopts an inductive, qualitative case study approach, analysing government publications, news articles, and reports from various tourism institutions on the tourism industry during the pandemic in Uzbekistan.

The aim of the study is to address two current issues. First, the frameworks which configured the impact of the COVID-19 pandemic on the hospitality and tourism industry need to be explored to learn lessons to better prepare for future pandemics or shocks. The contribution of tourism to Uzbekistan's GDP declined to an unprecedented 1.9% in 2020 compared to 5.2% in 2019. This decline was reflected in visitor numbers as only 1.5 million tourists visited the country in 2020 against 6.75 million in 2019. Initial figures suggest that the collapse in the number of tourists visiting Uzbekistan will likely stabilise at a low level, both due to the geopolitical situation in Afghanistan and lingering fears around the spread of COVID-19 and new variants.

Second, the paper explores the reanimation of the industry post-pandemic. As global travel recovers, the Uzbek government needs to rethink its role in the tourism industry and an action plan to build a new or upgrade existing infrastructure, improve the quality of tourism services, and create a sustainable and safe destination for international travellers.

The case study highlights potential avenues for future research to explore the impact of pandemics on the hospitality and tourism industry and explore to discover the full potential of the hospitality and tourism industry in Uzbekistan. The research will have practical impacts for policymakers, and government bodies.

Keywords: COVID-19; hospitality; tourism; Uzbekistan; pandemic; Central Asia

Alicia Orea-Giner, Gonzalo Recio-Moreno, Laura Fuentes-Moraleda, Teresa Villacé-Molinero and Ana Muñoz-Mazón

Festival impacts produced before and after a health crisis: Madrid LGTBIQ+ Pride

The Pride festivities typically include a spiteful element in the shape of a demonstration opposing discrimination or pushing for rights that the LGTBIQ+ group does not support. However, the Pride celebrations in Madrid, as well as Amsterdam and Sao Paulo, have achieved such heights of popularity and appeal that they have drawn a large number of people. The events, according to Southall and Fallon (2011), are one of the most visible and active components of the LGTBIQ+ tourism system.

As Enguix (2017) remembers, the LGTBIQ+ Pride (Lesbian, Gay, Bisexual, and Transgender) State Pride Demonstration is attended by LGTBIQ+ activist organizations, political parties and trade unions, NGOs, and business groups. This study focuses on the LGTBIQ+ Pride festival in Madrid, which has been conducted continuously since 2011, but will be cancelled in 2020 because to the global pandemic of COVID-19. The tourist industry has suffered devastating consequences from the effects of COVID-19 (Hoque et al., 2020; Villacé-Molinero, 2021). Besides, health crises provide a problem for international event planners due to the nature of events (Orea-Giner et al., 2022). Organisers of events need to be able to identify and reduce the risks linked to pandemics when organising events.

This research aims to analyse the impacts of the Madrid LGTBIQ+ Pride celebration and the arrival of tourists for being part of this event before and after the COVID-19 pandemic on the LGTBIQ+ community. This study is based on a qualitative approach, with 20 interviews conducted with possible tourists, associations, organizations, activists, local community, and tourism experts using considering the Social Exchange theory (Cook et al., 2013; Monterrubio et al., 2018; Cheng et al., 2020) and the Social Representation theory (Wassler et al., 2019). Social representation theory (Moscovici, 1981) is based on analysing collections of preconceived ideas, beliefs, and pictures that relate to how individuals think and feel about events in their environment, and it allows understanding citizens' views. The use of Social Exchange theory provides for a better understanding of the interaction between tourists and the local community. The questionnaire design and the results analysis were carried out by conducting a thematic analysis to provide us with a more global and less biased picture on such a contentious issue with such a strong presence in the media.

The findings demonstrate that the LGTBIQ+ group merely feels that its manifestation should evolve gradually, without losing visibility or reputation, including what may be viewed as a veiled shape, a change of location, and partial invisibility. Furthermore, the disastrous economic and social consequences of the 2020 deadline have resulted in massive economic losses for local businesses as well as big hotel, catering, and entertainment enterprises. The results show that stopping the event is a step backwards in terms of social rights because the celebration of LGTBIQ+ Pride is positive for society as it makes other realities visible, which leads to an opening of minds.

Keywords: Festival impacts; LGTBIQ+ Pride; Social Exchange Theory; Social Representation theory; Health crisis; COVID-19

References:

Cheng, M., Houge Mackenzie, S., & Degarege, G. A. (2020). Airbnb impacts on host communities in a tourism destination: An exploratory study of stakeholder perspectives in Queenstown, New Zealand. Journal of Sustainable Tourism, 1-19.

Cook, K. S., Cheshire, C., Rice, E. R., & Nakagawa, S. (2013). Social exchange theory. Handbook of social psychology, 61-88.

Enguix, B. (2017). Protesta, mercado e identidad en las celebraciones del Orgullo LGTB en España. Convergencia, 24(73), 165-186.

Hoque, A., Shikha, F. A., Hasanat, M. W., Arif, I., & Hamid, A. B. A. (2020). The effect of Coronavirus (COVID-19) in the tourism industry in China. Asian Journal of Multidisciplinary Studies, 3(1), 52-58.

Orea-Giner, A., González-Reverté, F., & Fuentes-Moraleda, L. (2022). Impacts of a health crisis on music festivals: a qualitative approach. International Journal of Event and Festival Management.

Southall, C. & Fallon, P. (2011). 16 LGBT Tourism. In P. Robinson,S. Heitmann,P. Dieke (Eds.).Research Themes for Tourism (pp.218-232). London: CAB International.

Villacé-Molinero, T., Fernández-Muñoz, J. J., Orea-Giner, A., & Fuentes-Moraleda, L. (2021). Understanding the new post-COVID-19 risk scenario: Outlooks and challenges for a new era of tourism. Tourism Management, 86, 104324.

Wassler, P., Nguyen, T. H. H., & Schuckert, M. (2019). Social representations and resident attitudes: A multiple-mixed-method approach. Annals of Tourism Research, 78, 102740.

Joana Cunha, Deise Constança, Beatriz Bessone, Francisca Marques, Júlia Silva, Michelle Moraes and Mário Antão

Big data and artificial intelligence acceptance: The tourist perspective

Tourism is a very relevant sector for several economies, given its impact on Gross Domestic Product and Balance of Payments as well as its role in the creation of employment and income (UNWTO, 2020). Tourism is also recognized for its role as a spillover of development of other economic activities (UNWTO, 2020). On the other hand, the development of the Tourism sector depends on innovation activities, which, according to Eurostat, are more intensively implemented in sectors such as communication and information. The collection of information through artificial intelligence is an important aspect for companies of the Tourism sector, as it allows them to be more efficient, for example, in preparing demand forecasts (Li et al., 2020), business models and product customization (Del Vecchio et al., 2018).

Based on this context, and on the necessity of a more multidimensional approach (Martin & Murphy, 2017), the main objective of the present study was to analyze a multidisciplinary issue that is very relevant nowadays, more specifically, the level at which tourists accept the use of their data by tourism companies to provide better services.

The results of this study were obtained through an online survey in February 2022, made available through Microsoft Forms. The research question was "indicate how much you consider that the use of artificial intelligence is justifiable to collect customer data and define the customer profile so companies can provide better services". This question was elaborated based on an academic focus group which, subsequently, was submitted to 10 pre-tests. The response options were organized on a Likert scale (from 1 - Not at all to 5 - Totally). 116 responses were obtained through the technique called snowball. About 70% of respondents were between 18 and 24 years old, female (64%) and had secondary education (40%) or a BSc degree (40%). To evaluate the relationship between the answers and gender, Pearson coefficient was elaborated by using Stata 15.

On the results of the study, the average of the results was about 3.3, which indicates that, in general, the answers can be associated with a neutral perspective. The distribution among the options was: 1 (5%); 2 (18%); 3 (30%); 4 (39%); 5 (8%). Regarding Pearson coefficient, it indicates that there is a strong significant association between the answers and gender: artificial intelligence acceptance is higher among men. Future studies can investigate if this result is related to the fact that, in a context of high technological development, women and men are more worried, respectively, about characteristics such as safety and user- friendliness (Oliveira et al., 2021). Other possible research venues are privacy concerns and the characterization of the service offered (Zoonen, 2016), as well as Tourism companies' absorptive capacity - ability to innovate through the absorption of external knowledge -, while it is still an understudied subject (Moraes et al., 2021). The main limitation of this work is the representativeness of the sample in terms of quantity and profile.

Keywords: big data; artificial intelligence; tourism

References:

Del Vecchio, P., Mele, G., Ndou, V., & Secundo, G. (2018). Creating value from Social Big Data: Implications for Smart Tourism Destinations, Information Processing & Management, 54 (5), https://doi.org/10.1016/j.ipm.2017.10.006

Li, H., Hu, M. & Li, G. (2020). Forecasting tourism demand with multisource big data, Annals of Tourism Research, 83,102912, https://doi.org/10.1016/j.annals.2020.102912.

Martin, K.D., Murphy, P.E. (2017). The role of data privacy in marketing. J. of the Acad. Mark. Sci. 45, 135–155. https://doi.org/10.1007/s11747-016-0495-4

Moraes, M., Rodrigues, A., Correia, A. & Kozak, M. (2021). Absorptive capacity, co creation and tourism A mixed analysis method. In Decrop, A., Correia, A., Fyall, A. & Kozak, M. (eds), Oxford: Goodfellow Publishers http://dx.doi.org/10.23912/9781911635765-4854

Oliveira, A., Maia, M., Fonseca, F., & Moraes, M. (2021). Customer preferences and self-service technologies: hospitality in the pandemic context, Anatolia, 32(1), 165- 167. https://doi.org/10.1080/13032917.2020.1851093

World Tourism Organization UNWTO (2020). International Tourism Highlights. Madrid: World Tourism Organization.

Zoonen, L. V. (2016). Privacy concerns in smart cities, Government Information Quarterly, 33 (3), 472-480, https://doi.org/10.1016/j.giq.2016.06.004

Andreia Leote, Daniela Luz, Francisco Almeida, Inês Duarte, Pedro Morgadinho, Valeria Balitkaia, Michelle Moraes and Mário Antão

Virtual assistants and the current tourist preferences

Innovation is an important aspect for companies' value creation, including those in the Tourism sector (Seyitoğlu & Ivanov, 2021). According to Eurostat, in European Union, the level of per capita R&S investment increased by 31% in the 2011-2020 period. Innovation is more recurrent in large companies, which most Tourist enterprises are not. However, the current pandemic also boosted innovation in this sector, since it was a fundamental aspect to allow the deepening of physical distance between tourists and employees (Seyitoğlu & Ivanov, 2021) to respond the changes in consumer preferences in this period (Kim et al., 2021). Given the reconfiguration of the sector, and the necessity to investigate the new paradigms that emerged in this context (Zenker & Kock, 2020), the main objective of the present work was to analyze the current preferences of tourists in relation to technologies, more specifically, in terms of the use of virtual assistants in tourist services.

The results of this study were obtained through an online survey, in the Microsoft Forms, implemented in February 2022. In the obtained convenience sample (116 answers), 70% of respondents were between 18 and 24 years old, female (64%) and had secondary education (40%) or a BSc degree (40%).

The question of the survey was elaborated based on an academic focus group and subsequently submitted to 10 pre-tests. The implemented question was "indicate how much you would like to be served by a virtual assistant in the following activities" and the options were: "booking restaurants and bars"; "booking and changing trips"; "organization of indoor and outdoor activities"; "check in"; "sending room keys to the mobile phone"; "check-out"; "payments". The answers options for each one of the activities were organized on a Likert scale (with 1 = "Not at all", 2 = "Moderately"; 3 = "Neutral"; 4 = "Very Much" and 5 = "Totally").

The results presented the following averages: check-out (3.5); check-in (3.3); sending the room keys to the mobile phone (3.3); payments (3.2); booking and changing trips (3.1); booking restaurants and bars (3.0); organization of indoor and outdoor activities (3.0). Therefore, apart from check-out, the results highlight an alignment with a neutral perspective in terms of tourist preferences. These results can be related to the current stage of the pandemic. In structural terms, the neutrality of the results can also be associated with: on one hand, to tourists' perception that this kind of technology is fast and easy (Oliveira et al., 2021); on the other hand, to the fact that physical distance from employees is considered a negative aspect by tourists (Seyitoğlu & Ivanov, 2021). The relevance of the present study is related to the fact that the monitoring of possible changes in tourists' preferences after the beginning of the pandemic can be considered a fundamental aspect for the creation of value by companies in the tourism sector. The main limitation of this work is the representativeness of the sample.

Keywords: tourist; preferences; virtual assistants

References:

Kim, S., Kim, J., Badu-Baiden, F., Giroux, M., & Choi, Y. (2021). Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic, International Journal of Hospitality Management, 93, 102795, https://doi.org/10.1016/j.ijhm.2020.102795

Oliveira, A., Maia, M., Fonseca, M. & Moraes, M. (2021) Customer preferences and self-service technologies: hospitality in the pandemic context, Anatolia, 32(1), 165-167. https://doi.org/10.1080/13032917.2020.1851093

Seyitoğlu, F., & Ivanov, S. (2021) Service robots as a tool for physical distancing in tourism, Current Issues in Tourism, 24(12), 1631-1634. https://doi.org/10.1080/13683500.2020.1774518

Zenker, S., & Kock, F. (2020). The coronavirus pandemic – A critical discussion of a tourism research agenda, Tourism Management, 81, 104164. https://doi.org/10.1016/j.tourman.2020.104164

Elaine Scalabrini, Alexandra Lopes Correia, Alcina Nunes, Cláudia Miranda, Elvira Vieira, Fernanda A. Ferreira, Goretti Silva, Manuel Fonseca, Paulo Carrança, Sónia Santos and Paula Odete Fernandes

Outdoor tourism demand segmentation: A case study from north of Portugal

Outdoor tourism has been practised substantially in the last few years, particularly in the pandemic period when outdoor activities increased considerably (Silva et al., 2021). Outdoor tourism can be understood as the practise of outdoor activities (Ferreira et al., 2021) classified as hard or soft (Tsaur et al., 2020; UNWTO, 2014). These activities often take place in nature, protected areas, urban parks, and rural areas (Derek et al., 2019). Furthermore, outdoor tourism is considered one of the fastest-growing subcomponents of tourism and a trend in line with the principles of sustainability and environmental awareness (Valizadeh & Khoorani, 2020). Demand for outdoor activities encourages innovation, especially during uncertainty. Indeed, practitioners of outdoor activities seek health and have shown a growing interest in different activities and have adopted new behaviours, creating an opportunity for organisations to innovate (Hansen et al., 2019).

This research aimed to segment the market of visitors who practise outdoor activities in the North region of Portugal based on their motivations. To this end, a survey was applied to visitors who practised outdoor activities in the region. The data was collected between June and September of 2021, and a final sample of 200 valid questionnaires was obtained. In an overall analysis of the socio-demographic and professional profile of the respondents, it can be said that the sample is constituted by women (50.5%), aged between 28-38 or over (58.5%), with higher education levels (70.5%), single (53.3%) and Portuguese (94.5%), with an average monthly income between 601€ and 2400€ (74%). Most of them live in the Porto Metropolitan Area (25%) located in the Northern region of Portugal. Relating to outdoor activities, 35.5% of the sample occasionally practise these activities in their residence area, and 20% practise 1-2 times a week. The activities most practised were walking/hiding (28.8%), running (11.7%), and cycling (9.5%).

To achieve the objective of this research, the cluster analysis technique was applied. The hierarchical analysis was used in the first step to find the optimal number of clusters, and three were found. Afterwards, the non-hierarchical clustering method was performed, known as K-means, which transfers an individual to the cluster whose centroid is located at the shortest distance (Hair et al., 2014).

Similar to a study developed by UNWTO (2014), the present research also segmented visitors, who engage in outdoor activities based on their motivation, and a division of activities into soft and hard was considered. Fourteen motivations that lead visitors to practise outdoor activities were considered and measured on a 5-point Likert scale.

The results show the existence of three clusters, which are described as follows. Cluster 1 (Soft practitioner): includes 37.2% of the sample. Consists predominantly of women (56.3%), within

18 and 35 years old (60.0%). Most of the practitioners had completed higher education (78.9%), with an average monthly income of 601€ and 1200€ (35.2%). Almost 27% resides in Tâmega and Sousa Region. The practitioner of this cluster occasionally practise outdoor activities in their residence area (38.0%). Notably, this group prefers activities classified as soft (76.9%) and opts for land-based activities (72.3%).

Cluster 2 (Radicals): is the smallest group, involving 14.1% of the sample. Women account for 51.9% of the sample, aged between 18 and 35 years old (63.0%). Also, 76.3% are holders higher of education with an average monthly income of 1201€ and 1800€. This group of practitioners practise outdoor activities 3-5 times a week (40.7%) in their residence area, which is Tâmega and Sousa (29.6%). Almost half of the practitioners (47.6%) of this cluster practised hard activities, and it was the group with the highest percentage (28.6) of participants in aquatic activities.

Cluster 3 (Enthusiasts): the largest cluster with 48.7% of the sample. Most visitants in this cluster were males (52.7%), aged between 18-35 years old (54.8%), and higher education is the most cited educational level in this group (76.3%), with an average monthly income of 601€-1200€ (28.0%). In a total of 34.4% of them lives in Porto Region, and Outdoor activity in the residential area is occasional. Similar to Cluster 1, the enthusiasts practise soft (67.5%) and land-based (72.3%) activities.

It is noteworthy that in Clusters 1 and 3, the highest motivation mean was Nature/landscape (4.90 points±0.300; 4.40 points±0.592), and in Cluster 2 was accommodation (2.85 points±1.027), results related to the characteristics of outdoor activities.

This research demonstrates that segmentation of outdoor tourism demand in North of Portugal should set out marketing and promotion strategies in different destinations, attracting demand, from outside the region and according to their preferences. Therefore, this study contributes to the literature by expanding the discussion on outdoor tourism segmentation, an underestimated topic.

Acknowledgments: This project is being carried out within the scope of the TURNOUT Project Development of Outdoor Tourism of Northern Portugal, POCI-01-0145-ERDF-032289, financed by the European Investment Fund Regional Development (FEDER) through the Operational Program of Competitiveness and Innovation (POCI) and the Foundation for Science and Technology, I.P. (OE). UNIAG, R&D unit funded by the FCT – Portuguese Foundation for the Development of Science and Technology, Ministry of Science, Technology and Higher Education; "Project Code Reference: UIDB/04752/2020".

Keywords: Outdoor Tourism; Outdoor activities; Motivations; Visitors´profile; Clustering

References:

Derek, M., Woźniak, E., & Kulczyk, S. (2019). Clustering nature-based tourists by activity. Social, economic and spatial dimensions. Tourism Management, 75(March), 509–521. https://doi.org/10.1016/j.tourman.2019.06.014

Ferreira, F. A., Costa, E., Ribeiro, J., & Reis, A. (2021). Perceptions of covid-19's impact on outdoor tourism in the Peneda-Gerês national park. Journal of Tourism and Development, 2021(36), 393–408. https://doi.org/10.34624/rtd.v1i36.23748

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate data analysis (7th ed.). Pearson Education Limited.

Hansen, M., Hjalager, A. M., & Fyall, A. (2019). Adventure tourism innovation: Benefitting or hampering operations? Journal of Outdoor Recreation and Tourism, 28, 1-8. https://doi.org/10.1016/j.jort.2019.100253

Silva, G., Correia, A., Rachão, S., Nunes, A., Vieira, E., Santos, S., Soares, L., Fonseca, M., Ferreira, F.A., Veloso, C.M., Carrança, P., & Fernandes, P. O. (2021). A Methodology for the Identification and Assessment of the Conditions for the Practice of Outdoor and Sport Tourism-Related Activities: The Case of Northern Portugal. Sustainability, 13(13), 7343. 7343. https://doi.org/10.3390/su13137343

Tsaur, S. H., Lin, W. R., & Yen, C. H. (2020). Place- and activity-related antecedents of challenge perception in adventure tourism. Journal of Outdoor Recreation and Tourism, 31(129), 100318. https://doi.org/10.1016/j.jort.2020.100318

UNWTO (2014). Global Report on Adventure Tourism. World Tourism Organization. (AM reports: Volume nine). Madrid.

Valizadeh, M., & Khoorani, A. (2020). An evaluation of climatic conditions pertaining to outdoor tourism in Bandar Abbas, Iran. International Journal of Biometeorology, 64(1), 29-37. https://doi.org/10.1007/s00484-019-01790-2

Alexia Franzidis and Christopher Dumas

Examining the economic impact of craft breweries

In recent years craft breweries have experienced exceptional growth (Guido, 2019). In the US alone, the number of craft breweries has almost doubled in recent years, expanding from 4803 in 2015 to 8764 in 2020 (Brewery Association, 2022).

Craft breweries assist with the development of rural destinations and have become part of the visitor experience (Murry & Kline, 2015). Within tourism, they fall into several niche market categories, notably beer tourism and gastro-tourism (they can also be classed as part of culinary tourism, beverage tourism, etc.). These niches have become a primary motivator for travel (UNWTO, 2017). Many tourists view food and drink as an integral part of their experience and an authentic gateway into a destination's culture, heritage, traditions, landscapes, and agricultural products (Richards, 2012; Plummer et al., 2005).

Craft breweries are also regarded part of the "buy local movement" (Guido, 2019). While an exact definition of "local" remains unclear (Feagan, 2007; Martinez, 2010; Pearson et al., 2011), many agree it is a blend of concepts such as 'local', 'small-scale', 'in-state', 'near-by', and / or 'regional'. Simply stated, these items are produced near their point of consumption (Berlin et al., 2009; Dunne et al., 2011; Martinez, 2010) and are good for the local economy as they yield less leakage and have a higher multiplier effect (Dunne et al., 2011; Feagan et al., 2004).

Yet despite the benefits of craft breweries, few studies have estimated their economic impact on a geographical region (Guido, 2019). The purpose of this study is to assess the economic value of the craft beer industry in a small coastal town in the southeast region of the US. The number of breweries in this town has increased steadily from one in 2014 to nine in 2017 (Stroll, 2017), and 21 in 2021 (Ballard, 2021).

Members of the local craft beer alliance were sent a survey in early spring 2022. While their membership includes brewers, retail members, and craft beer focused businesses (such as a brew bus) only the 18 owners/operators were deemed eligible to participate.

The survey asked questions related to job creation, job production, tax revenue, building revitalization, expenditures, and charitable contributions. It also included questions to assess the impact of the Covid-19 pandemic on employment numbers, sales, and supply issues, and what methods the owners took to maintain operations during the peak period of the pandemic. While several local restaurants closed because of the pandemic, all the breweries remained in business despite harsh restrictions (e.g., non-food related businesses had shorter opening hours, etc.).

Data from the survey will be analyzed using the economic impact assessment software system IMPLAN. Findings will be used to inform local organizations involved in city planning, commerce, development, and tourism of the value of this industry to the local community.

Keywords: Craft breweries; Economic impact; Gastro-tourism; Buy local movement

References:

Ballard, A. (2021). What's on tap? These 21 Wilmington-area breweries, Wilmington Star News, Published 6 August 2021, Available at: https://www.starnewsonline.com/story/lifestyle/2021/08/06/breweries-near-me-check-out-21-wilmington-area-breweries/5506913001/ [Accessed 21 January 2022].

Berlin, L., Lockeretz, W., & Bell, R. (2009). Purchasing foods produced on organic, small and local farms: A mixed method analysis of New England consumers. Renewable Agriculture and Food Systems, 24(4), 267-275.

Brewers Association. (2021). Brewers Association. Available at: http://www.brewersassociation.org/ [Accessed 20th December 2021].

Brewers Association. (2022). Brewers Association. Available at: https://www.brewersassociation.org/statistics-and-data/national-beer-stats/ [Accessed 8th January 2022].

Dunne, J. B., Chambers, K. J., Giombolini, K. J., & Schlegel, S. A. (2011). What does 'local' mean in the grocery store? Multiplicity in food retailers' perspectives on sourcing and marketing local foods. Renewable Agriculture and Food Systems, 26(1), 46-59.

Feagan, R., Morris, D., & Krug, K. (2004). Niagara region farmers' markets: local food systems and sustainability considerations. Local environment, 9(3), 235-254.

Guido, L. F. (2019). Brewing and craft beer. Beverages, 5(3), 51.

Martinez, S. W. (2010). Varied interests drive growing popularity of local foods. Amber Waves, 8(4), 10-17).

Miller, S. R., Sirrine, J. R., McFarland, A., Howard, P. H., & Malone, T. (2019). Craft beer as a means of economic development: An economic impact analysis of the Michigan value chain. Beverages, 5(2), 35.

Murray, A., & Kline, C. (2015). Rural tourism and the craft beer experience: factors influencing brand loyalty in rural North Carolina, USA, Journal of Sustainable Tourism, 23:8-9, 1198-1216, doi: 10.1080/09669582.2014.987146.

Plummer, R., Telfer, D., Hashimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo-Wellington Ale Trail. Tourism Management, 26(3), 447–458. doi:10.1016/j.tourman.2003.12.002

Richards, G. (2012). An overview of food and tourism trends and policies. In Food and the tourism experience: The OECD-Korea workshop, 13-46.

Stoll, J. (2017). Is there room in Wilmington's market for more breweries?, Port City Daily, Published 2 November 2017, Available at: https://portcitydaily.com/story/2017/11/02/3is-there-room-in-the-market-for-more-breweries-biz/ [Accessed 21 January 2022].

UNWTO. (2017). Second Global Report on Gastronomy Tourism – Affiliate Members Report: Volume sixteen. Madrid, Spring.

Eleni Michopoulou and Liam Sheppard

Video game tourism and destination resilience

This paper explores the Video-Game Tourism (VGT) research area. VGT is concerned with how prospective tourists consume virtual landscapes within video games and how these tourists then travel to destinations that are depicted within the video game (Brinkman, 2020). Hamilton (2020) noted that VGT is also about people visiting the destinations where video games are manufactured. For example, visiting Japan due to Nintendo games being produced there. Previous research has identified that Destination Management Organisations (DMOs) should utilise video games as a supplementary promotional tool alongside television and film to attract potential tourism consumers to their destinations (Dubois and Gibbs, 2018; Dubois et al., 2021). Hence, destinations involved with VGT can not only generate tourism demand but can also use this as a strategic advantage to build on destination resilience.

The gaming industry is growing in its social and economic importance worldwide. In terms of market size, we observe a steep growth in gamer numbers; in 2015, 1.99 billion people played video games, while this number is expected to increase to 3.07 billion in 2023 (Clement, 2021b). The prevalence of gaming is underlined by Granic, Lobel and Engels (2014) who noted that video games are a routine part of all children and adolescents' lives with 97% playing video games for one hour daily in the United States. With regards to revenue, in 2020 the international gaming industry was valued at $155.89 billion. This is set to increase to $268.81 billion by 2025 (Clement, 2021a). Thus, showing a 58% increase in the revenue generated from video games in five years.

The social aspect of playing needs also to be examined as it entails considerable benefits for the individual. Zhu (2020) acknowledged that video games can provide a temporary escape from reality and could be viewed as a microcosm of our reality. More importantly, he highlighted the amplified social impact of the Covid-19 pandemic on consumers, suggesting that video games play a role of comfort in a time of isolation (Zhu, 2020). Such a discovery of comfort was supported by van Nuenen and Scarles (2021) whose study on technology advancements and digital media advocated that the hypermobility of virtual spaces such as video games have allowed consumers to feel close to distant and exotic regions, reducing temporal and spatial boundaries. Such a finding is significant as the authors are advocating that due to video games shrinking distances, consumers can feel closer to destinations that they see in video games even if they are spatially distant. Thus, we argue that this has the potential to open up non-traditional distant markets, allowing for portfolio diversification and enhancing destination resilience.

An example of showcasing a destination through video games can be found in the recently released in November 2021, Forza Horizon 5 (Forza). This is an open world environment driving adventure game, set in the virtual landscapes of Mexico (ForzaMotorsport, 2021). Game developers often recreate real-life imagery to increase emotional ties within video games. Throughout Forza, the developers used various landscapes including forests, swamps and volcanos (Peters, 2021). The developers used such landscapes to spark the imagination of video gamers and to create game immersion. One interesting instance involves the historical city of Guanajuato (ElAnalistaDeBits, 2021). Created by the Spanish in the early 16th century, Guanajuato is referred to as the cultural destination of Mexico (Visit Mexico, 2021). Forza's developers used historical imagery and statues present to create emotional ties with the gamers, which in turn was likely to increase the intention of these gamers wishing to visit Guanajuato (figure 2). However, even if not all gamers develop an intention to visit the destination, the opportunities for reinforcing brand personality and influencing perceived destination image are immense. Particularly considering that this game launch was one of the largest in Xbox history, as it reached 10 million users in its first week (Yin-Poole, 2021).

In conclusion, there is an evolving relationship between gaming and tourism industries, considering especially gamers' intentions to visit depicted environments. Destinations and tourism suppliers should capitalise on the opportunities afforded by videogames to strengthen and raise awareness of their brand [for example, airlines such as KLM, BA, etc could do product placement in Microsoft Flight Simulator (MFS) game]. Destinations involvement with VGT can create competitive advantage by enabling a multiple market targeting approach, enhancing diversification and improving destination resilience.

Keywords: Video-Game Tourism (VGT); Destination resilience; Diversification

References:
Brinkman, H. R. (2020) Videogame Tourism: Spawning the Digital into the Physical Realm in the British Isles. Published December, Available at: https://dc.uwm.edu/etd/2467 [Accessed: 18 November 2021].

Clement, J. (2021a) Global video game market value from 2020 to 2025. Published 23 November, Available at: https://www.statista.com/statistics/292056/video-game-market-value-worldwide/ [Accessed: 04 November 2021].

Clement, J. (2021b) Number of video gamers worldwide in 2021, by region. Published 7 September, Available at: https://www.statista.com/statistics/293304/number-video-gamers/ [Accessed: 04 November 2021].

Dubois, L. E. and Gibbs, C. (2018) Video game–induced tourism: A new frontier for destination marketers, Tourism Review, 73(2), 186–198.

Dubois L-E, Griffin T, Gibbs, C. and Guttentag, D. (2021) The impact of video games on destination image, Current Issues in Tourism, 24(4), 554-566.

ElAnalistaDeBits (2021) Forza Horizon 5 VS Reality | The Beauty of Mexico | Comparison. Published 7 November, Available at: https://www.youtube.com/watch?v=r1xK6PRk1DU [Accessed: 25 November 2021].

ForzaMotorsport (2021) Forza Horizon 5. Available at: https://forzamotorsport.net/en-US [Accessed: 25 November 2021].

Granic, I., Lobel, A. and Engels, C. M. E. (2014) The Benefits of Playing Video Games, American Psychologist, 60(1), 66-78.

Hamilton, J. (2020) Video Games Tourism. Published 27 March, Available at: https://www.gamedeveloper.com/disciplines/video-game-tourism [Accessed: 04 November 2021].

Peters, J. (2022) A CLOSER LOOK AT FORZA HORIZON 5'S BEAUTIFUL TAKE ON MEXICO, Published 26 July, Available at: https://www.theverge.com/22586277/forza-horizon-5-biomes-playground-games-microsoft-xbox [Accessed: 24 February 2022].

Van Nuenen, T. and Scarles, C. (2021) Advancements in technology and digital media in tourism, Tourist Studies, 21(1), 119-132.

Visit Mexico (2021) Guanajuato. Available at: https://www.visitmexico.com/en/guanajuato [Accessed: 25 November 2021].

Yin-Poole, W. (2021) Forza Horizon has more than 10 million players. Published 19 November, Available at: https://www.eurogamer.net/articles/2021-11-19-forza-horizon-5-has-more-than-10-million-players [Accessed: 25 November 2021].

Zhu, L. (2020) The psychology behind video games during COVID-19 pandemic: A case study of Animal Crossing: New Horizons, Human Behaviour and Emerging Technologies, 2021(3), 157-159.

Spyridon Parthenis and Polyxeni Moira

Introducing innovative policy process theories and methodologies in tourism, hospitality and events research: The narrative policy framework

The COVID-19 pandemic is being widely referred to as a “Black Swan” event, which is impactful and rare (Taleb, 2007). Uncertainty, defined as “limited knowledge about future, past or current events” (Walker et al., 2013, p.220), is inextricably linked with this public health crisis because scientific knowledge of the disease is provisional and revisable due to limitations and diverging analyses or interpretations of scientific data. This means that communicating this uncertainty to policy makers, media and the general public can be a challenging task (European Commission, 2020, p. 3). Similarly, tourism is a policy area of high uncertainty, intertwined with unstructured policy problems due to little consensus either on the knowledge utilised in the policymaking process or on values (Mathijssen et al., 2008, p.16). Policy analysts and scientific advisers are often assigned the task of providing tourism policymakers with sufficient information about uncertainty so that the latter can cope with complex policy problems or dilemmas (e.g., “Is it safe now to open our borders to international tourists or should they be kept closed?”) and choose their favoured course of action justifying it.

Despite the early academic interest in tourism, there seems to be a marked disinterest of policy science researchers for tourism as an academic discipline or a distinct public policy area, which is coupled with the reluctance of tourism scholars to apply public policy process theories in their research. Public policymaking is more than a government’s decision; it is an inherently political process (Zittoun, 2014) because it inescapably generates politics and policy change as the outcome of a policy process, which is the interaction between six elements: actors, institutions, networks/subsystems, ideas/beliefs, policy context and events (Cairney & Heikkila, 2014, p.364-365). To this end, policy process theories provide systematic ways to simplify and organize a messy and conceivably unintelligible reality and “move from uncertainty towards theoretically-informed action” (Weible & Cairney, 2018, p.194).

Therefore, responding to Richter’s call (1983, p.317) “to know far more about the tourism policymaking process”, this paper seeks to introduce the assumptions, concepts and research methodologies of the Narrative Policy Framework (Jones & McBeth, 2010; Jones et al., 2014, McBeth et al., 2014; Shanahan et al., 2018) and apply them on tourism research in order to investigate the black box of tourism planning and policy processes (Hall, 2008, p.15). This innovative, fresh theory of policy process examines how the policy narratives (stories with a setting, characters, plot, and a policy solution) of policy actors can shape and influence the policy process and induce policy change. Narratives play a pivotal role in the public policy process as a powerful policy communication strategy tool (Crow & Jones, 2018), which is often used by tourism policymakers, coalitions, and the media to change the opposing side’s opinions and attitudes toward a wicked tourism policy problem such as overtourism (Velasco González & Ruano, 2021). Policy narratives are socially constructed simple stories which allow people to see a particular policy solution through a specific lens and thus better understand it and support it (Mu et al., 2021).

The NPF meets “the criteria of a scientific theory” as it has developed conceptually over time and has been tested empirically in various policy domains (Sabatier, 2007, p.8). The NPF adopts a paradigmatic position drawing from Searle (1995, 2006), which combines social ontology with objective epistemology, thus, reconciling the “nuanced differences among epistemologies in tourism” (Smith et al., 2013, p.889). The NPF embraces a poststructural approach in the research design, which is “inductive, resistant to hypotheses testing” and uses qualitative methods and a structural approach, which is “theoretically deductive, operationalizes narrative structure, tests hypotheses”, and uses quantitative methods (Jones & McBeth, 2010, p.333). This model is aligned with the contemporary trend toward a more pragmatic approach to tourism and hospitality research, involving mixed methods research (Nunkoo, 2018, p.3).

This paper concludes that tourism scholars and political scientists need to go beyond the dominant business and management approaches, which obey economically- and technically-bound imperatives dictated by neoliberal values (Ren et al., 2010), and broaden the scope of their research. This would allow to enrich and expand the existing body of knowledge in the fields of tourism studies, policy sciences and public policy.

Keywords: policy process theories; policy narratives; tourism research; Narrative Policy Framework

References:

Cairney, P. & Heikkila, T. (2014) A Comparison of Theories of the Policy Process’. In: P. Sabatier & C. Weible (Eds.), Theories of the Policy Process, 3rd edition. Chicago: Westview Press.

Crow, D. & Jones, M.D. (2018) Narratives as tools for influencing policy change. Policy & Politics, 46(2), 217-234.

European Commission (2020) Statement on Scientific Advice to European Policy Makers during the COVID-19 Pandemic, 24 June. Available at: https://ec.europa.eu/info/sites/default/files/research_and_innovation/groups/sam/sam_covid-19-statement-v5a.pdf [Accessed 9th January 2022]

Hall, C.M. (2008) Tourism Planning: Policies, Processes and Relationships, 2nd edition, Harlow: Pearson Education.

Jones, M.D. & McBeth, M.K. (2010) A Narrative Policy Framework: Clear Enough to be Wrong?. Policy Studies Journal, 38(2), 329-353.

Jones, M.D., Shanahan, E.A. & McBeth, M.K. (Eds.) (2014) The Science of Stories: Applications of the Narrative Policy Framework in Public Policy Analysis. New York, NY: Palgrave Macmillan.

Mathijssen, J., Petersen, A., Besseling, P., Rahman, A. & Don, H. (Eds.) (2008) Dealing with Uncertainty in the Policymaking, The Hague/Bilthoven/Leiden: CPB/MNP/Rand Europe, July. Available at https://www.pbl.nl/sites/default/files/downloads/550032011.pdf [Accessed 9th January 2022]

McBeth, M.K., Jones, M.D. & Shanahan, E.A. (2014). The Narrative Policy Framework. In P.A. Sabatier & C.M. Weible, (Eds.), Theories of the Policy Process, 3rd edition (pp. 225-266). Boulder, CO: Westview Press.

Mu, R., Li, Y. & Cui, T. (2021) Policy narrative, policy understanding and policy support intention: a survey experiment on energy conservation. Policy Studies, in print.

Nunkoo, R. (2018) The state of research methods in tourism and hospitality. In: R. Nunkoo (Ed.), Handbook of Research Methods for Tourism and Hospitality Management (pp.3-23). Cheltenham: Edward Elgar Publishing.

Ren, C, Pritchard, A. & Morgan, N. (2010) Constructing Tourism Research. A Critical Inquiry. Annals of Tourism Research, 37(4), 885-904.

Richter, L.K. (1983) Tourism politics and the political science. A case of not so benign neglect. Annals of Tourism Research, 10(3), 313-335.

Sabatier, P. (2007) The Need for Better Theories. In: P. Sabatier (Ed.), Theories of the Policy Process, 2nd edition, Boulder, CO: Westview Press.

Searle, J.R. (1995) The Construction of Social Reality. New York: Free Press.

Searle, J.R. (2006) Social ontology. Some basic principles. Anthropological Theory, 6(1): 12-29.

Shanahan, E.A., Jones, M.D., McBeth, M.K. & Radaelli, C. (2018) The Narrative Policy Framework. In: C. M. Weible & P. A. Sabatier (Eds.), Theories of the Policy Process (pp. 173-213), 4th edition. New York: Routledge.

Smith, S.L.J., Xiao, H., Nunkoo, R. & Tukamushaba, E.J. (2013) Theory in Hospitality, Tourism and Leisure Studies. Journal of Hospitality Marketing & Management, 22(8): 875-894.

Taleb, N. N. (2007) The Black Swan: The Impact of the Highly Improbable. New York, NY: Random House.

Velasco González, M. & Ruano, J.M. (2021) The Crossfire Rhetoric. Success in Danger vs. Unsustainable Growth. Analysis of Tourism Stakeholders' Narratives in the Spanish Press (2008–2019). Sustainability, 13, 9127.

Walker, W.E., Marchau, V.A.W.J., Kwakkel, J.H. (2013) Uncertainty in the framework of policy analysis. In: W.E. Walker & W.A.H. Thissen (Eds.), Public policy analysis: new developments (pp.215-261). New York: Springer.

Weible, C.M. & Cairney, P. (2018) Practical lessons from policy theories. Policy & Politics, 46(2), 183–197.

Zittoun, P. (2014) The political process of policymaking: A pragmatic approach to public policy. Basingstoke: Palgrave MacMillan.

Mariana Rodrigues, Daniela Almeida, Beatriz Bessone, Francisca Marques, Júlia Silva, Michelle Moraes and Mário Antão

Virtual information and the disincentive to visit a destination or a hotel

The participation of the Tourism sector in the Gross Domestic Product of many countries increased in recent years (UNWTO, 2020), however, this trend was interrupted by the current pandemic (UNWTO, 2022). According to Lu et al. (2022, p. 441) “the COVID-19 pandemic has had a tremendous impact on the tourism industry worldwide. The tourism sector can take advantage of new technology (e.g. virtual tourism) to respond to the challenges”. In this context, previous studies have highlighted the association between virtual information and the tourist quality of experience (González-Rodríguez et al., 2020), and that information transmitted from new technologies can enhance marketing actions (Lu et al., 2022), including at the pre- purchase stages (Simoni et al., 2021). Based on this, the main objective of this study was to contribute to the literature on the subject, more specifically, to investigate relationships between virtual information availability about destinations and hotels and the discouragement to visit them over time.

The results of this study were obtained through an online survey in February 2022, made available through Microsoft Forms. The research questions were: i) “indicate how much you consider that the virtual information available on destinations has discouraged/ discourages/may discourage a potential tourist to visit a destination”; ii) “if you consider that the virtual information available on destinations discourages the potential tourist to visit a destination, in which type of destination do you think that level of discouragement is higher?”; iii) “indicate how much you consider that virtual information available about hotels has discouraged/discourages/may discourage a potential tourist to visit a hotel”. This question was elaborated based on an academic focus group and, subsequently, submitted to 10 pre-tests. The response options to question one and three were organized on a Likert scale (from 1 - Not at all to 5 - Totally). To the question 2, the options were: historical/cultural, religious, nature, adventure, and others. About 116 responses were obtained to question 1 and 3, and 87 to question 2, through the technique called snowball. Approximately 70% of respondents were between 18 and 24 years old, female (64%) and had secondary education (40%) or a BSc degree (40%). Concerning the results, the averages to the first question followed the timeline, more specifically, has discouraged, discourages, and may discourage a potential visit to a destination presented, respectively, 2.98, 3.48 and 3.64. In terms of the kinds of Tourism, the results were: historical/cultural (31%), religious (23%), others (19%), nature (15%), and adventure (12%). Regarding the answers of the third question, the averages also followed the timeline: has discouraged (3.08), discourages (3.57), and may discourage (3.73) a potential visit to a hotel. Therefore, the results indicated that the discouragement grows over time for both, destinations, and hotels. The discouragement in higher to hotels in the three periods analyzed. In terms of the kinds of Tourism, historical/cultural and religious represented 54% of the answers.

Future studies can investigate the differences between destination and hotel perspectives, as well as to deepen the knowledge about the level of information available and the characteristics of the types of tourism connected to higher/lower discouragement. The main limitation of this work is the representativeness of the sample.

Keywords: demand; destination; disincentive; hotel; tourism; virtual information

References:

González-Rodríguez, M.R., Díaz-Fernández, M.C. & Pino-Mejías, M.Á. (2020). The impact of virtual reality technology on tourists' experience: a textual data analysis. Soft Comput 24, 13879–13892. https://doi.org/10.1007/s00500-020-04883-y

Lu, J., Xiao, X., Xu, Z., Wang, C., Zhang, M. & Zhou, Y. (2022). The potential of virtual tourism in the recovery of tourism industry during the COVID-19 pandemic. Current Issues in Tourism, 25(3), 441-457. https://doi.org/10.1080/13683500.2021.1959526

Simoni, M., Sorrentino, A., Leone, D., & Caporuscio, A. (2021). Boosting the pre- purchase experience through virtual reality. Insights from the cruise industry, Journal of Hospitality and Tourism Technology. https://doi.org/10.1108/JHTT-09-2020-0243

World Tourism Organization UNWTO (2020). International Tourism Highlights. Madrid: World Tourism Organization.

World Tourism Organization UNWTO (2022). Tourism Grows 4% in 2021 but Remains Far Below Pre-Pandemic Levels. Madrid: World Tourism Organization.

Thuc Thi Mai Doan Do, Luis Nobre Pereira, Giacomo Del Chiappa and João Albino Silva

Exploring the effect of electronic word-of-mouth (eWoM) on Airbnb potential consumers' purchase intentions: Do consumers' sense of power and psychological risk matter?

Nowadays, consumers have changed the way they share their experiences and exchange service and product information, in which electronic word-of-mouth (eWOM) has been a new recommendation approach among customers (Ukpabi & Karjaluoto, 2018). Especially in the context of Airbnb, due to a diverse array of properties and hosts, and limited information regarding its quality prior to consumption, potential customers are more relied on the external signals such as online customer reviews in their accommodation booking process (Viglia et al., 2016). The role of online reviews is getting even more important in the pandemic such as COVID-19, because they provide timely updates on how service providers are operating in a cautious and controlling manner to constrain the fast and easy spread of the virus, which might persuade or deter potential customers' purchase intentions (Luo & Xu, 2021). Nevertheless, research on the influence of WOM in shaping consumer behavioural intentions during a global health-related crisis is limited.

The vast majority of existing studies have utilized the information adoption model (IAM) and the theory of planned behavior (TPB) to study the relationship between eWOM and customer behavioural intentions (e.g. Lee, Min & Yuan, 2021; Jalilvand & Samiei, 2012; Tapanainen, Dao & Nguyen, 2021). However, these theories only comprise the rational and non-violational variables, while prior research found emotional factors are the utmost important determinant in travelers' decision making process during the pandemic. To overcome this limit, this study applies the Model of goal directed behavior (MGB) which comprises not only relational, but also emotional and motivational factors to holistically study the role of eWOM. In addition, the construct of trust is also considered given the relevant role the existing literature attributes to it as being a major antecedent in shaping Airbnb customer behavioural intentions (e.g. Park & Tussyadiah, 2020) and, even more, as a variable that significantly mitigates the complexity, uncertainty and the risk travellers might perceive when traveling (Chen, 2013), especially when this is occurring during a health-related crisis scenario (e.g. Hassan & Soliman, 2021). Hence, this study extends the MGB model with trust in Airbnb hosts in hope of better estimating the effect of eWOM on Airbnb potential customers' purchase intentions in the pandemic.

Prior research confirmed the dissimilar effect of online reviews on the readers due to distinct research contexts, customer characteristics or psychological factors (e.g. Assaker, 2020; Tapanainen, Dao & Nguyen, 2021). This paper firstly investigates the role of an important personal characteristic (i.e. sense of power) on the relationship between eWOM and customer behavioural intentions. Powerful customers are likely to be more optimistic of risk, action–oriented and have an illusion of personal control over the results, whereas their powerless counterparts are more sensitive to risk and inhibition–oriented, which might lead customers to different reactions towards eWOM (Anderson & Galinski, 2006, Fast et al., 2009). Additionally, according to Yi, Yuan and Yoo (2020), the experiential and uncertain nature of shared accommodation requires the incorporation of perceived risk in MGB to support the understanding of Airbnb customer behaviors. In line with these arguments, this study aims to test the moderating nature of consumers' sense of power and perceived psychological risk in the hypothesized relationships.

To achieve the research objectives, a cross-cultural study with a quantitative research approach will be conducted in Vietnam, Portugal and Italy to examine the effect of eWOM on purchase intentions of Airbnb potential customers. Hofstede (1993) proposed five dimensions to identify cultural differences and to investigate cross-cultural consumer behaviors, namely: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long/short-term orientation. In this scenario, Vietnam, Portugal and Italy appear to be three interesting contexts to be investigated, given the relevant cultural differences that exist among them, and that might potentially cause their different responses toward online reviews from other customers. For example, Portuguese register a high "Uncertainty avoidance" score (99) in comparison to Italy (75) and Vietnam (30), meaning that Portuguese might be less optimistic of risk when compared to counterparts.

For the purpose of this study, data will be collected through a web-based survey and later analyzed using the IBM SPSS Statistics and Partial Least Square approach to SEM. This cross-cultural based study's findings will provide theoretical and practical contributions in the following ways. From the theoretical implications, this paper extends the MGB with trust towards Airbnb hosts to provide a better understanding about the new linkages through which the impact of eWOM on Airbnb customer behavioural intentions occurs. Secondly, it examines the moderating effects of sense of power and risk perception which might explain how eWOM impacts potential consumers' intentions to book Airbnb accommodations dissimilarly. Thirdly, previous studies have suggested the need to investigate the cultural differences in MGB (e.g. Chiu, Won & Kim, 2019; Meng & Choi, 2016). Therefore, this cross-cultural study will offer a better justification of the possibly contradictory causal relationships in MGB in various geographical contexts. From the practical implications, understanding the influence of eWOM on Airbnb potential customers' decision making behaviors would assist the Airbnb management platform and its service providers in recovering from the current pandemic and managing similar future crises more proactively and efficiently.

Keywords: Model of goal directed behaviour; Consumer sense of power; Psychological risk; eWOM; Airbnb potential customers; cross-cultural study

References:

Anderson, C., & Galinsky, A. (2006) Power, optimism, and risk-taking. European Journal of Social Psychology, 36, 511–536.

Assaker, G. (2020) Age and gender differences in online travel reviews and user-generated content (UGC) adoption: Extending the technology acceptance model (TAM) with credibility theory. Journal of Hospitality Marketing & Management, 29(4), 428-449.

Chen, W. (2013) The effects of different types of trust on consumer perceptions of food safety. China Agricultural Economic Review, 5(1), 43–65.

Chiu, W., Won, D., & Kim, S. (2019) Extended Model of Sport Spectator Goal-Directed Behavior: The Role of Event Prestige in Non-major Sport Events. Event Management, 23,119–33.

Fast, N.J., Gruenfeld, D.H., Sivanathan, N., & Galinsky, A.D. (2009) Illusory control: A generative force behind power's far-reaching effects. Psychological Science, 20, 502-508.

Hassan, S.B., & Soliman, M. (2021) COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. Journal of Destination Marketing & Management, 19, 100495.

Hofstede, G., (1993) Cultural Constraints in management theories. The Accademy of Management Executive, 7(19), 81-93.

Jalilvand, M.R., & Samiei, N. (2012) The impact of electronic word of mouth on a tourism destination choice: testing the theory of planned behavior (TPB). Internet Research: Electronic Networking Applications and Policy, 22(5), 591-612.

Lee, H., Min, J., & Yuan, J. (2021) The influence of eWOM on intentions for booking luxury hotels by Generation Y. Journal of Vacation Marketing, 27(3), 237-251.

Luo, Y., & Xu, X. (2021) Comparative study of deep learning models for analyzing online restaurant reviews in the era of the COVID-19 pandemic. International Journal of Hospitality Management, 94, 102849.

Meng, B., & Choi, K. (2016) The Role of Authenticity in Forming Slow Tourists' Intentions: Developing an Extended Model of Goal-Directed Behavior. Tourism Management, 57, 397–410.

Park, S., & Tussyadiah, I.P. (2020) How guests develop trust in hosts: An investigation of trust formation in P2P Accommodation. Journal of Travel Research, 59(8), 1402-1412.

Tapanainen, T., Dao, T.K., & Nguyen, T.T.H. (2021) Impacts of online word-of-mouth and personalities on intention to choose a destination. Computers in Human Behavior, 116, 106656.

Viglia, G., Werthner, H., & Buhalis, D. (2016) Disruptive innovations, Information Technology and Tourism, 16, 327-329.

Ukpabi, D.C., & Karjaluoto, H. (2018) What drives travelers' adoption of user-generated content? A literature review. Tourism Management Perspectives, 28, 251-273.

Yi, J., Yuan, G., & Yoo, C. (2020) The effect of the perceived risk on the adoption of the sharing economy in the tourism industry: The case of Airbnb. Information Processing and Management, 57, 102108.

Jéssica Ferreira, Ana Cristina Silvério, Márcia Vaz and Paula Odete Fernandes

The contribution of outdoor activities to regional development: A bibliometric study

Through contact with the natural environment and elements of nature, outdoor activi-ties can have beneficial effects on general and work-related well-being, as well as on societal attitudes (De Bloom et al., 2017; Korpela et al., 2017). There is growing recognition of the positive benefits of outdoor tourism for developing tourist destina-tions. In particular, visiting natural environments and being outdoors is widely recog-nised as important for improving human health and well-being, strengthening social connections, connecting people with their cultural heritage and generating revegetation for use in conservation, contributing to local economies, fostering local or indigenous identity, and developing conservation awareness (Bratman et al., 2019; Wolsko et al., 2019). Outdoor activities aim to provide outdoor experiences that involve direct con-tact with various environments. Outdoor activities are a component present in the de-velopment of many regions. In addition, several regions use outdoor activities to take advantage of other destinations and promote their natural resources, contributing to regional development (Winter et al., 2020). In the rebuilding process, the resilience in developing regions is understood, contributing to the tourism dynamics.

In this regard, the study of "outdoor activities" and "regional development" was considered relevant through a Bibliometric analysis. The equation under study sought to answer to the structuring of a database with the association terms "outdoor" and "activities", collected with the words "development" or "growth" with "economic" or "regional". Therefore, this study searches for a qualitative answer to the contribution of outdoor activities to regional development in the study of existing scientific production.

Thus, using the program R Bilbiometrix, this analysis includes two databases, consisting of 233 articles from the SCOPUS database and 194 articles from the Web of Science database. In selecting and stratification from the databases, 79 repeated articles were excluded and limited to articles in the English language, concluding the analysis with 348 articles. The temporal publication period has no stratification, so the database understudy has articles from 1972 to 2022, published in about 249 journals. A qualitative study is developed through a Bibliometric analysis, focusing on obtaining answers and results. In this research, studies were presented to the scientific production of articles on the themes and the in-depth analysis of authors, affiliations, sources, and countries that are more dedicated to studying these themes and the past and future research trends in outdoor activities and regional development. Therefore, of these analyses, it was extracted that of 348 articles composed by 1385 authors and 1344 co-authorships, the most cited and impactful articles in the thematic areas stand out. Comparatively, it was understood which authors stand out in the production and which authors stand out in the percentage of citations per year. From this study, the authors Fredman P. and Alleman LY. for their impact on production and percentage of annual citations. From this research, the scientific evolution was also understood, highlighting the scientific development of the last ten years. Specifically, it was understood that scientific production in the themes has been evolving, showing significant growth from 2016 until 2021.

It is also important to mention that this bibliometric study shows that Portugal is in 6th place in scientific production on these themes. At the same time, the United States of America and China are the countries that stand out the most. Regarding the publication of scientific articles in this database, the journals Journal of Outdoor Recreation and Tourism-Research Planning and Management, Land Use Policy, Plos One and Sustainability were the most remarkable.

In reaction to the research trends, it was also sought to highlight the authors' keywords and keyword plus, understanding the trends in use for the database used. From this analysis, it is understood that research trends focus on outdoor recreation, children, climate change, and development.

The theoretical contribution attempts to respond to the research trends of outdoor activities and regional development concepts, supporting future investigations. As with all research, this study has several limitations, which relate to the fact that it is a qualitative study using a Bibliometric analysis. Future works should follow the concepts of complementary investigation to these themes, seeking to deepen the association between outdoor activities and regional development concepts.

Acknowledgments: This project is being carried out within the scope of the Project TURNOUT-Development of Outdoor Tourism of Northern Portugal, POCI-01-0145-ERDF-032289, financed by the European Investment Fund Regional Development (FEDER) through the Operational Program of Competitiveness and Innovation (POCI) and the Foundation for Science and Technology, I.P. (OE); and by UNIAG, R&D unit funded by the FCT – Portuguese Foundation for the Development of Science and Technology, Ministry of Science, Technology and Higher Education; "Project Code Reference: UIDB/04752/2020".

Keywords: Outdoor activities; Outdoor tourism; Regional development; Bibliometric Analysis

References:

Bratman, G. N., Anderson, C. B., Berman, M. G., Cochran, B., De Vries, S., Flanders, J., ... & Daily, G. C. (2019). Nature and mental health: An ecosystem service per-spective. Science advances, 5(7), eaax0903.

De Bloom, J., Sianoja, M., Korpela, K., Tuomisto, M., Lilja, A., Geurts, S., & Kinnunen, U. (2017). Effects of park walks and relaxation exercises during lunch breaks on recovery from job stress: Two randomised controlled trials. Journal of Environmental Psychology, 51, 14-30.

Korpela, K., De Bloom, J., Sianoja, M., Pasanen, T., & Kinnunen, U. (2017). Nature at home and at work: Naturally good? Links between window views, indoor plants, outdoor activities and employee well-being over one year. Landscape and Urban planning, 160, 38-47.

Winter, P. L., Selin, S., Cerveny, L., & Bricker, K. (2020). Outdoor recreation, nature-based tourism, and sustainability. Sustainability, 12(1), 81.

Wolsko, C., Lindberg, K., & Reese, R. (2019). Nature-based physical recreation leads to psychological well-being: Evidence from five studies. Ecopsychology, 11(4), 222-235.

Ana Cristina Silvério, Jéssica Ferreira, Fernanda A. Ferreira, Maria José Alves and Paula Odete Fernandes

Application of factor analysis to produce a multivariate indicator of customer satisfaction in a thermal spa

Tourism per se is a highly relevant sector of economic activity that has been growing steadily. In turn, health and wellness tourism asserts itself as a tourism product with a strong trend in terms of consumption (Baloglu et al., 2019) that is expected to grow continuously in the coming years (Rodrigues et al., 2020). Given this reality, it was found that health and wellness tourism experienced about twice as fast growth when compared to other tourism products - by 2019, it recorded a 6.8% growth while other segments recorded a 3.6% growth (Global Wellness Institute, 2021). As such, it has been confirmed that this tourism product becomes a strategy for destinations (Hartwell et al., 2018; Pyke et al., 2016), the tourism industry, and even the country. However, the pandemic caused by COVID-19, incited a number of reflections about the competitiveness of the tourism industry. Thus, the assessment of customer satisfaction has as its main premise to help managers analyse the global performance of spa establishments (Campón-Cerro et al., 2020). Moreover, it allows them to redefine priorities and design new strategies to positively increase customer satisfaction and achieve competitiveness (Mi et al., 2019). Also, the impact that thermal customer satisfaction has on organizational resilience is highlighted. For, high levels of satisfaction significantly influence the business recovery process. In addition to being a decisive agent in service choice, customer loyalty (Han et al., 2017), and visibility in a competitive market. In this sense, it is imperative to investigate the determinants that might influence customer satisfaction. Challenged by these inferences and by the non-existence of a multivariate index that reflects customer satisfaction in the health and wellness tourism sector, this research aims to build a thermal customer satisfaction index (ISCT) to produce a more robust measurement of satisfaction. For that, a statistical technique of exploratory factor analysis was used, based on customers' level of satisfaction at the Thermal Spa. For this purpose, it was decided to run a survey applied to the customers of the Chaves Thermal Spa. It was applied through a probability sampling process from July 13 to September 17, 2020. The final sample was 107 thermalists that were the subject of the study. Thus, to answer the objective of the study, initially, a descriptive analysis was used to characterise the respondents and measure their level of satisfaction. Subsequently, exploratory factor analysis was performed to study the inherent structures between the variables under research, identify the determinants of satisfaction, and calculate the satisfaction index, both globally and for each factor identified. To develop the ISCT, therefore, 14 variables (Lourenço, 2012; Teixeira, 2013) were selected that measured the satisfaction of spa customers (Silvério et al., 2021a, 2021b; Silvério, 2020) and these, through the application of exploratory factor analysis, were distributed into three factors. It was found that the determinant factors that allow us to evaluate the satisfaction of the respondents are: equipment, infrastructure and technical team. These factors explained 69.9% of the total variance of the data. The global ISCT presented a very expressive and satisfactory value, approximately 94%, which allows us to say that customers were very satisfied. In compendium, as there is a positive relationship between the high satisfaction index and the performance of the thermal establishments, it was intended, with this methodology, to present the most important factor and the one that should be improved in order to generate significant growth in the satisfaction index and, consequently, overcome the adversities raised by COVID-19. In a practical perspective where in the current scenario the tourism industry is struggling for survival, this research will help managers and owners of thermal establishments to focus on the elementary steps for a quick recovery. That said, this study has contributed to the literature that currently lacks elements regarding the applicability of exploratory factor analysis to produce a satisfaction index. In addition, it presents management implications as it suggests strategies to improve the operation of the thermal establishment understudy, among others. At the same time, it should be mentioned that thermal establishments, by using this new instrument to assess satisfaction, are able to identify the attributes that generate greater customer satisfaction, allowing them to act to meet their needs and therefore build their resilience.

Acknowledgments: This work is funded by National Funds through the Foundation for Science and Technology under the projects UIDB/04752/2020; and by the European Regional Development Fund through the Regional Operational Program North 2020, within the scope of Project GreenHealth-Digital strategies in biological assets to improve well-being and promote green health, Norte-01-0145-FEDER-000042.

Keywords: Tourism; Health and Wellness Tourism; Thermalism; Customers; Thermal Customer Satisfaction Index

References:

Baloglu, S., Busser, J., & Cain, L. (2019). Impact of experience on emotional well-being and loyalty. Journal of Hospitality Marketing and Management, 28(4), 427–445. https://doi.org/10.1080/19368623.2019.1527269

Campón-Cerro, A. M., Di-Clemente, E., Hernández-Mogollón, J. M., & Folgado-Fernández, J. A. (2020). Healthy water-based tourism experiences: Their contribution to quality of life, satisfaction and loyalty. International Journal of Environmental Research and Public Health, 17(6). https://doi.org/10.3390/ijerph17061961

Global Wellness Institute, G. W. (2021). 2021 Economia Global de Bem-Estar: Olhando Além COVID - Instituto Global de Bem-Estar. https://globalwellnessinstitute.org/industry-research/the-global-wellness-economy-looking-beyond-covid/

Han, H., Kiatkawsin, K., Kim, W., & Lee, S. (2017). Investigating customer loyalty formation for wellness spa: Individualism vs. collectivism. International Journal of Hospitality Management, 67, 11–23. https://doi.org/10.1016/j.ijhm.2017.07.007

Hartwell, H., Fyall, A., Willis, C., Page, S., Ladkin, A., & Hemingway, A. (2018). Progress in tourism and destination wellbeing research. Current Issues in Tourism, 21(16), 1830–1892. https://doi.org/10.1080/13683500.2016.1223609

Teixeira, S. (2013). O Termalismo Clássico na Atualidade: O caso das Termas de Vizela. Dissertação de Mestrado. Universidade de Coimbra. Faculdade de Letras. Coimbra, Portugal.

Mi, C., Chen, Y., Cheng, C. S., Uwanyirigira, J. L., & Lin, C. T. (2019). Exploring the determinants of hot spring tourism customer satisfaction: Causal relationships analysis using ISM. Sustainability, 11(9). https://doi.org/10.3390/su11092613

Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring well-being as a tourism product resource. Tourism Management, 55, 94–105. https://doi.org/10.1016/j.tourman.2016.02.004

Rodrigues, H., Brochado, A., & Troilo, M. (2020). Listening to the murmur of water: essential satisfaction and dissatisfaction attributes of thermal and mineral spas.

Journal of Travel and Tourism Marketing, 37(5), 649–661. https://doi.org/10.1080/10548408.2019.1633986

Silvério, A. C. B. (2020). Determinantes da satisfação e perfil do cliente no balneário termal de Chaves. Master Dissertation. Instituto Politécnico de Bragança. Escola Superior de Tecnologia e Gestão de Bragança. Bragança, Portugal.

Silvério, A. C., Fernandes, P. O., & Alves, M. J. (2021a). Determinants of customer satisfaction in a Thermal Spa. Proceedings of the INVTUR 2021 International Conference "Tourism and the Sustainable Development Goals: From Theory to Practice" (pp.537-550). University of Aveiro. Aveiro, Portugal. https://doi.org/10.48528/cxdg-bq28

Silvério, A. C., Fernandes, P. O., & Alves, M. J. (2021b). Satisfaction, loyalty and Profile of the Chaves Thermal Spa. Proceedings of International Conference on Tourism Research, (pp. 612–619). Academic Conferences International Limited.

Teixeira, S. (2013). O Termalismo Clássico na Atualidade: O caso das Termas de Vizela. Dissertação de Mestrado. Universidade de Coimbra. Faculdade de Letras. Coimbra, Portugal.

Liyong Wang and Carolus L. C. Praet

Channel conflicts between hoteliers and inbound tour operators in Japan: An exploratory study

Distribution channel relationship is a well-established research topic in the fields of marketing and management but has received relatively less attention in the context of tourism research. ICT has caused a seismic shift in tourism distribution channel systems (Berne, Garcia-Gonzalez, & Mugica, 2012) away from the traditional tour-operator dominated off-line channels towards online channels. Hoteliers too, have started to incorporate a variety of online distribution channels to boost occupancy rates and increase market coverage, and this has led to an increase in channel conflicts.

Channel conflicts are inevitable due to the obvious dependency relationship between channel members (Rosenberg & Stern, 1970; Shipley & Egan, 1992). Two categories of channel conflicts have been identified – vertical and horizontal. Vertical channel conflicts occur among heterogeneous channel members that do not have overlap capability and perform different roles. In contrast, horizontal channel conflicts tend to occur among homogeneous channel members that usually have overlap capability and perform a similar role (Zhang, Song, & Huang, 2009). Prior studies have focused on various aspects of channel conflicts, including the antecedents of channel conflicts such as dependency relationship, goal incompatibility, different perceptions of reality, and similar domains coverage (Buhalis, 2000; Myung, Li & Bai, 2009; Stern & El-Ansary, 1992; Webb, 2002). Moreover, channel conflict may alternatively have constructive (Webb, 2002) or destructive consequences (Stern & El-Ansary, 1992; Tan & Dwyer, 2014).

Despite the unique characteristics of Japanese-style business practices and distribution channels, few studies have concentrated on tourism distribution channel relationships in Japan. This exploratory study aims to fill this research gap by examining channel conflicts between hoteliers and inbound tour operators in Japan.

We conducted 22 semi-structured interviews with marketing and sales managers (i.e., 14 from hoteliers and 8 from inbound tour operators) in the prefecture of Hokkaido, Japan between October 2019, and January 2020. We included informants from large-sized tourism enterprises (LTEs) as well as small and medium-sized tourism enterprises (SMTEs) to capture anticipated differences in negotiation power and level of dependency of these two types of enterprises. Interview questions were based on previous studies pertaining to the perception of power shift among channel members, possible channel conflicts, and the disintermediation of channel intermediaries. We conducted a content analysis of the transcribed data with NVivo 12.

Results show that most informants confirmed both the importance and difficulty of managing channel relationships. Most of our informants reported a perceived power shift from tour operators to hoteliers due to the availability of multiple channels based on ICT advancement and hoteliers' lower level of dependency on the traditional offline distribution channels. Depending on the power in the channel relationships, LTEs and SMTEs perceive their channel relationships differently. LTE hoteliers and inbound tour operators (ITOs) report having well-balanced relationships with their channel counterparts. On the other hand, while SMTE hoteliers perceive their position in relation to their channel counterparts as being more powerful or at least evenly balanced, SMTE inbound tour operators perceive themselves as having less power in their relationships with hoteliers.

Antecedent factors leading to conflict behaviors uncovered in the interviews include pricing policy, multi-channel strategy, and differences in culture and business practice. Regarding the consequence of channel conflicts, informants confirm both constructive (i.e., dynamic adaptation to the changing market and channel structure, long-term relationship, development of niche and differentiation strategy, enhancement of service quality, new business opportunities) and destructive (i.e., lack of communication, price competition, lower customer satisfaction, damage of brand image, disintermediation, hindrance of efficacy of operation) impacts on their business. The paper will discuss more detailed findings, theoretical contributions, and managerial implications.

Acknowledgements
This study was supported by JSPS KAKENHI Grant No. 18K01870.

Keywords: Channel conflicts; Hoteliers; Inbound tour operators; Japan; Power shift

References:
Berne, C., Garcia-Gonzalez, M., & Mugica, J. (2012) How ICT shifts the power balance of tourism distribution channels. Tourism Management, 33(1), 205–214.
Buhalis, D. (2000) Relationships in the distribution channel of tourism. International Journal of Hospitality & Tourism Administration, 1(1), 113–139.
Myung, E., Li, L., & Bai, B. (2009) Managing the distribution channel relationship with ewholesalers: Hotel operators' perspective, Journal of Hospitality Marketing & Management, 18(8), 811–828.
Rosenberg, L. J., & Stern, L. W. (1970) Toward the analysis of conflict in distribution channels: Descriptive model. Journal of Marketing, 34(4), 40–46.
Shipley, D., & Egan, C. (1992) Power, conflict and co-operation in brewer-tenant distribution channels. International Journal of Service Industry Management, 3(4), 44–62.
Stern, L. W., & El-Ansary, A. I. (1992) The interorganization management of marketing channels: An overview. Englewood Cliffs, NJ: Prentice-Hall.
Tan, J., & Dwyer, L. (2014) Managing distribution channel conflict in the hotel industry. International Journal of Marketing & Business Communication, 3(1), 9–19.
Webb, K. (2002) Managing channels of distribution in the age of electronic commerce. Industrial Marketing Management, 31, 95–102.
Zhang, X., Song, H., & Huang, G. Q. (2009) Tourism supply chain management: A new research agenda. Tourism Management, 30(3), 345–358.

Cyprus University of Technology

UNIVERSITY of DERBY

University of Sunderland

CRTE EST. 2017

THE INC

Tourism, Hospitality & Events
INTERNATIONAL CONFERENCE