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Edited by

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Welcome Message…

This is to offer you a friendly welcome to Avanos, Turkey (so–called Cappadocia) with the purpose of participating in the *10th World Conference for Graduate Research in Tourism, Hospitality and Leisure,* and *6th Interdisciplinary Tourism Research Conference*, 2–7 October 2018. This is the second organisation of these two events in the Cappadocia region. The first dates back to 2010 when we also created the *Interdisciplinary Tourism Research Conference* as an additional event in our series.

First, let us begin refreshing our minds about the mission of this conference organisation that appears to be an academic commitment with the host of *Anatolia,* an internationally well-respected journal of tourism and hospitality research (http://www.tandf.co.uk/journals/RANA). Almost 16 years ago, we launched these conferences series to provide a forum for research collaboration and mentoring of emerging tourism researchers in order to share their research experiences. Through our journey within this period, both the graduate students and faculty members in the entire world have been inspired to contribute to the conference where the interdisciplinary aspects of tourism and hospitality areas have also been emphasized. Authors have been invited to submit papers across a wide spectrum not only in tourism, travel and hospitality but also in other relating fields on the condition that they have a close proximity with these subjects.

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

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

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

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

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

Just as we had hoped and envisioned, both *World Conference for Graduate Research in Tourism, Hospitality and Leisure* and *Interdisciplinary Tourism Research Conference*, under the leadership of *Anatolia*, have grown into a robust dialogou platform that now brings representatives from myriad nations accross the globe. This year, the enrollment exceeds 50 participants from more than 20 nations. Since the beginning of these two conference series, we have attracted approximately 1,000 people from over 80 countries, with participants taking part in peer reviews, productive debates and provocative discussions. We are convinced that this trend will continue and the entire community of tourism scholars and practitioners will be following these discussions, arriving at new search topics or solutions etc.

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

In this volume, you will find the proceedings including extended abstracts of those thesis and dissertations as well as of research papers (no more than 2,000 words) that have been accepted for both oral and poster presentations at the conference and dealing with a wide range of aspects related to tourism, hospitality, and leisure. Out of 82 submissions, 42 papers were remained in the conference program for an oral presentation. The conference also received the interests of scholars affiliated with a large academic and geographic diversity representing over 20 countries, e.g. Bulgaria, Croatia, France, Hong Kong, Iran, Laos, Kazakshtan, Malaysia, New Zealand, North Cyprus, Portugal, Romania, South Africa, Spain, Turkey, UK, and USA, among others.

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

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

Finally, we are very grateful for the contribution of many colleagues, speakers, track chairs, authors, reviewers, attendants and other staff and institutions who have contributed to this conference in different ways. We acknowledge the significant contribution of our keynote speakers (namely Pauline Sheldon, Haiyan Song, Sanda Corak, and Hazel Tucker), our lecturers delivering a seminar on various methodologies of undertaking research and postgraduate studies (namely Antonia Correia, Ana Isabel Rodrigues, and Maheshvari Naidu), all those who have submitted their papers, and those who have participated in the conference by sharing their knowledge with others.

Last but not least, attempts to organise any kind of academic events would not be a fact without having a logistic support. As such, we are profoundly grateful to Eylin Babacan (Pamukkale University, Turkey), Duygu Babat (Mustafa Kemal University, Turkey), and Engin Bayraktaroğlu (Anadolu University, Turkey) for their enthusiastic and fantastic help, patience and hardwork. In addition, we would like to express our gratitudes to Kartacatour (Fatih Günay, Senem Eski, Firdevs Tügen, Serap Savaş, Ahmet Serdar Oral, and Harun Soğandereli), Routledge, as our main partner, for their generous support. Also, an extensive list of our reviewers should be honoured for their dedication to complete the review procedure in a very short period of time without reporting any complaints. Without the unlimited support of the above all, we would not have been able to achieve our mission.

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

We wish you success and fruitful discussion and collaboration.

Metin Kozak, Ph.D.
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The effectiveness of online sports sponsorship in cognitive terms

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INTRODUCTION

Internet has modified the way that consumers relate with the companies and their brands. Therefore, the 2.0 environment provide new business opportunities and the sponsors, aware of that, have launched online sponsorship actions. Drennan and Cornwell (2004) define the online sponsorship as "the purchase (in cash or trade) of the right to exploit the commercial potential associated with a site on the World Wide Web, including integrated relationship building and branding". On the other hand, sponsorship is being set up as an important source of incomes for athletes, organizations and sport events. Han, Choi, Kim, Davis and Lee (2013) point out that the online sport sponsorship can strengthen and increase the brand awareness, as encourage the engagement with its target market. However, Meenaghan (2013), despite these statements, highlight that nowadays exists an ignorance of the sport sponsorship effectiveness in an online context.

For all these reasons, the objective of the present investigation is to analyse the effect of the congruence *vs* incongruity of the sponsoring brands of a sport event website through the dependent variables as attention, recall and recognition. The study is also focused in a medium-size sport event, in particular the cycling march, M312, that go across 312 km through the Mallorca orography in just one day.

This study investigates the effectiveness from a novel perspective, this is the neuromarketing through sponsor brands congruent and incongruent with a cycling event. The effectiveness evaluation was made through an eye tracking and an online questionnaire. It should be pointed out that the experiment reached a total of 45 individuals that were exposed randomly to six experimental scenes that simulated a sport event web. The expected results of that investigation pretend to help improve the strategies developed by the companies that want to bet for the online sport sponsorship.

LITERATURE REVIEW

When users netsurf in a sport event website, they focus their attention in certain elements of its architecture. Attention is a concept studied in cognitive psychology (Neisser, 1976), it refers how an individual process a specific information actively. In regard to the attention, the Selectivity Attention Theory (Treisman, 1964) emphasizes that individuals assign their limited attentional resources according to their needs (Ha and McCann, 2008) and select the information more relevant for them. The Elaboration Likelihood Model, ELM, (Petty, Cacioppo and Schumann, 1983) establish the fundamentals of the publicity effects according to the degree of the message processing. User will activate its central route if he is involved with the brand or its outlying route if he is not involved with the brand. According to Westerwick (2013) the ELM can also be transferred to the online sport sponsorship as if the user is very involved with the sponsor will activate his central route and if he is not involved, will activate his outlying route.

Internet peak and the proliferation of sport events have been shaped as a suitable scenario to move forward in the study of the binomial online sponsorship and sports. It should be noted that at the time to analyse the effectiveness of the online sport sponsorship it is basic to investigate if it brings the development of cognitive associations placed in the memory between the sport event and the sponsor brand (Keller, 1993). However, according to Breuer and Rumpf (2012) these associations will never be evaluated if it is unknown if the user has paid attention to the sponsorship.

On the other hand, Gwinner (1997) develops a model which define the factors that take part in the creation of an event image and how it is produced the image transfer process between the sponsored event and the sponsor brand. The author points out that the detected congruence grade is one of the moderating variable of the image transfer and therefore it also affects the users cognitive process (Cornwell, Weeks and Roy, 2005).

The most relevant investigations about the congruence in an offline context (Olson and Thjømøe, 2011; Speed and Thompson, 2000) highlight that is more likely consumers identify a brand as sponsor of an event if exists congruence between the brand and the event. However, a study about the publicity in an online context of Moore, Stammerjohan and Coulter (2005) pointed that the incongruity had an effect more likely on memory and recognition while congruence had an effect more likely on attitude.

In this way, the present study tries to verify if the presence of the sponsor brand in a sport event website can induce to a high memory or recognition depending on its congruence or incongruity with that website.

METHODOLOGY

The investigation was developed in two stages: the first stage consisted in doing a pretest where an online questionnaire was made in order to determine the congruence level of the different sponsor brands and grant a validity to the experimental design done in the second phase of the study. It is remarkable that a group of experts selected the brands included in the pretest. Fourteen brands were chosen, eight of them were fictitious, they did not really sponsor the M312. The sponsorship fit was measured based on a Likert scale of seven points, adapted from Gwinner and Bennett (2008). Once the pretest finished, the brands were chosen to be incorporated in the final experiment.

Subsequently, with the aim to analyse the effectiveness of the online sport sponsorship in cognitive terms, an eye tracker and an online questionnaire were used. It is remarkable that neuromarketing has a fundamental role evaluating the online sport sponsorship in a cognitive level since the eye movements are indicators of the visual attention (Duchowski, 2007).

In order to investigate the cognitive process of the individuals in relation to the sponsor brands, and check the congruence *vs* incongruity between the online sponsor brands and the sport event web, six experimental scenes of the event web were simulated, depending on the congruent and incongruous brands detected in the pretest.

In regard to the eye movements analysis, adapted measures were applied from Hervet, Guérard, Tremblay and Chtourou (2011). As regards the online self-managed survey, it included spontaneous and suggested remembrance measures that were adapted from Walsh, Kim, and Ross (2008) and sponsorship fit measures were adapted from Gwinner and Bennett (2008).

RESULTS

This ongoing study has as an objective to bring light to the controversy generated around the online sport sponsorship and its effectiveness. It should be pointed out that in line with previous empirical studies (Moore et al., 2005), the preliminary results point to the incongruity of the online sponsorship brands have a significant effect at a cognitive level and the congruence of the online sponsorship brands have favourable effects in attitudinal terms.

CONCLUSION

Sport sponsorship bet on online sponsorship through their presence in different sport events websites. Such presence, among other objectives, is due to online sport sponsorship can encourage users attention and increase their cognitive process in relation to the sponsoring brands. In regard to practical implications of this study, as the companies have started to start-up online sport sponsorship as complement to offline sport sponsorship and currently the management controls ignore the effective range of this kind of sponsorship, the results of the present investigation can help to increase the efficiency and effectiveness of the future strategies on online sponsorship.

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The challenge of seasonality in the 21st century: The paradigmatic case of Balearic Islands

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INTRODUCTION

For the Balearic Islands, the undisputed driving force of its economy is the tourism industry, as evidenced by the latest data from (Exceltur, 2014) which account for 44.8% of total GDP in the Balearic Islands involving tourism. Considering the labor market, 32% of total employment in the Balearic Islands are attributed to tourism employment. However, until reaching these figures, the Balearic Islands have come a long way.

The origins of tourism in the Balearic Islands are situated in the late nineteenth century but not until well into the fifties and sixties of the last century, when traveling to the islands becomes a mass phenomenon. It is the so-called tourist boom that meant a strong increase in both hotel beds and the annual number of tourists. This reality has become the backbone of the tourist model, economic and singular that has almost always behaved upline, although with slight ups and downs, all motivated by the crisis.

Despite all the figures indicated above, tourism activity in the Balearic Islands is a seasonal event, in fact, within the Spanish set it is the one that presents a more marked seasonal pattern (Duro & Farré, 2015) which leads to a series of not always desirable consequences for the society.

LITERATURE REVIEW

Since the first published work on tourism seasonality (Baron, 1975) many papers have been presented on seasonality in the main tourist destinations: Italy (Cuccia & Rizzo, 2011; De Cantis, Ferrante, & Vaccina, 2011), Croatia (Kožić, Krešić, & Boranić-Živoder, 2013), Slovenia (Šegota & Mihalič, 2018) and Spain (Cunado, Gil-Alana, & de Gracia, 2005; Duro & Farré, 2015; Fernández-Morales, Cisneros-Martínez, & McCabe, 2016; Fernández-Morales & Mayorga-Toledano, 2008; López-Bonilla & López-Bonilla, 2006; Rosselló & Sansó, 2017). Seasonality is explained by a number of factors such as: work holidays, school holidays, weather conditions, tradition, and the little diversification of source markets in the destination.

Despite the undoubted contribution of tourism to the economy, its seasonality feature generates some negative effects of great transcendence to the whole sector in terms of labor, environmental and economic efficiency (Duro & Farré, 2015) such as; the increase in temporary contracts, environmental deterioration (atmospheric and acoustic pollution) during the months of mass tourism, saturation of public services during the period of maximum tourist activity, congestion on the roads, uncertainty in the labor market, variations in the capacity of the hotels (from minimums that force the hotel to close, to maximums that cover 100% of its hotel capacity), decrease in profitability during the months of lower tourist activity, which make it difficult to cover the maintenance costs of the establishment, among others.

For all these imbalances caused by seasonality, Nieto and Amate (2000) state that deseasonalization is one of the main objectives of the tourism policy of the different administrations, and Lanquar (2001) asserts that seasonality is a constant concern of those responsible marketing of tourist destinations that strive to keep it within certain bounds.

The Balearic economy has a strong seasonal component, so the authorities and tourist agents of the Balearic Islands have for years been considering approaches to combat seasonality, proposals from the autonomous institutions are specified in the different marketing plans approved by the Balearic government and new tourism products that contribute to the deseasonalization.

METHODOLOGY

The purpose of this article is to measure the behavior of the tourist demand towards the Balearic Islands and to verify the degree of seasonality experienced in the different seasons of the year.

We used the monthly series of overnight stays in different types of accommodation (hotels, apartments and rural tourism), from 2001 to 2017, in order to identify if they have different concentration patterns.

The Gini coefficient is used, understood as a measure of inequality and being one of the most used (Duro & Farré, 2015), to measure the concentration of tourist flows in a tourist destination. The Gini formula applied is

$$Gini = 1 + \left(\frac{1}{n}\right) - \left(\frac{2}{n^2 \bar{y}}\right)(y_1 + 2y_2 + 3y_3 + \cdots + ny_n) \quad (1)$$

where $y_1 \geq y_2 \geq y_n$ corresponds to the observations treated each month.

RESULTS

With the intention to deepen in the understanding of Balearic tourism demand behavior, related to the selected type of accommodation for the stay, we have analyzed the monthly series of overnight stays in three types of accommodation: hotels, apartments and rural tourism.

Table 1. Gini index by type of accommodation (Tourism in hotels, and tourism in apartments)

	OVERNIGHT HOTEL STAYS						OVERNIGHT APARTMENT STAYS					
	Gd(H)	Index Nº	Gi(H)	Index Nº	G(H)	Index Nº	Gd(A)	Index Nº	Gi(A)	Index Nº	G(A)	Index Nºe
2001	0.2440	*100.00*	0.4189	*100.00*	0.4005	*100.00*	0.511	*100.00*	0.498	*100.00*	0.498	*100.00*
2002	0.2701	*110.68*	0.4466	*106.61*	0.4281	*106.88*	0.558	*109.37*	0.520	*104.33*	0.521	*104.68*
2003	0.2877	*117.87*	0.4609	*110.01*	0.4427	*110.52*	0.576	*112.86*	0.523	*105.08*	0.526	*105.64*
2004	0.3289	*134.76*	0.4631	*110.55*	0.4489	*112.09*	0.567	*111.06*	0.529	*106.28*	0.532	*106.83*
2005	0.3245	*132.98*	0.4605	*109.94*	0.4452	*111.16*	0.627	*122.76*	0.549	*110.27*	0.557	*111.90*
2006	0.3150	*129.07*	0.4648	*110.95*	0.4481	*111.87*	0.588	*115.13*	0.547	*109.88*	0.553	*110.94*

2007	0.3385	*138.69*	0.4657	*111.17*	0.4536	*113.25*	0.564	*110.44*	0.533	*107.10*	0.538	*108.03*
2008	0.3639	*149.13*	0.4733	*112.97*	0.4608	*115.06*	0.597	*116.93*	0.546	*109.57*	0.552	*110.89*
2009	0.3685	*151.02*	0.4764	*113.72*	0.4652	*116.16*	0.592	*115.98*	0.548	*110.11*	0.555	*111.52*
2010	0.3825	*156.74*	0.5004	*119.46*	0.4895	*122.21*	0.609	*119.37*	0.568	*113.96*	0.574	*115.27*
2011	0.3937	*161.33*	0.5017	*119.77*	0.4923	*122.92*	0.622	*121.73*	0.564	*113.18*	0.571	*114.63*
2012	0.3749	*153.63*	0.5074	*121.11*	0.4944	*123.43*	0.601	*117.62*	0.572	*114.82*	0.576	*115.56*
2013	0.3566	*146.13*	0.5023	*119.91*	0.4913	*122.66*	0.594	*116.36*	0.561	*112.58*	0.566	*113.56*
2014	0.3967	*162.55*	0.5057	*120.71*	0.4989	*124.56*	0.580	*113.55*	0.564	*113.20*	0.567	*113.75*
2015	0.3924	*160.79*	0.5023	*119.92*	0.4964	*123.94*	0.568	*111.25*	0.562	*112.85*	0.563	*113.14*
2016	0.3473	*142.30*	0.4880	*116.50*	0.4809	*120.07*	0.548	*107.26*	0.545	*109.50*	0.546	*109.70*
2017	0.3434	*140.72*	0.4867	*116.18*	0.4786	*119.50*	0.526	*103.00*	0.533	*107.05*	0.533	*106.96*
Average	0.3429		0.4779		0.4656		0.5781		0.5449		0.5487	
Typical Dev.	0.0417		0.0232		0.0264		0.0295		0.0188		0.0201	

Table 2. Gini index by type of accommodation (Rural Tourism and Total Tourism)

	OVERNIGHT STAYS IN RURAL TOURISM						OVERNIGHT STAYS IN ALL ACCOMMODATIONS					
	Gd(TR)	Index Nº	Gi(TR)	Index Nº	G(TR)	Index Nº	Gd	Index Nº	Gi	Index Nº	G	Index Nº

2001	0.601	*100.00*	0.432	*100.00*	0.453	*100.00*	0.265	*100.00*	0.356	*100.00*	0.421	*100.00*
2002	0.476	*79.24*	0.313	*72.42*	0.340	*75.02*	0.312	*117.44*	0.472	*132.54*	0.446	*106.04*
2003	0.365	*60.72*	0.297	*68.66*	0.311	*68.57*	0.337	*126.87*	0.482	*135.22*	0.458	*108.88*
2004	0.392	*65.30*	0.326	*75.41*	0.337	*74.35*	0.378	*142.30*	0.484	*135.76*	0.463	*110.06*
2005	0.522	*86.87*	0.338	*78.18*	0.371	*81.94*	0.400	*150.96*	0.487	*136.76*	0.464	*110.28*
2006	0.440	*73.14*	0.334	*77.25*	0.346	*76.38*	0.383	*144.30*	0.490	*137.43*	0.465	*110.62*
2007	0.449	*74.68*	0.344	*79.70*	0.357	*78.86*	0.404	*152.20*	0.486	*136.44*	0.468	*111.20*
2008	0.479	*79.64*	0.364	*84.29*	0.385	*84.98*	0.429	*161.61*	0.495	*139.00*	0.476	*113.23*
2009	0.492	*81.83*	0.359	*83.23*	0.382	*84.34*	0.432	*162.66*	0.497	*139.52*	0.480	*114.01*
2010	0.475	*79.05*	0.398	*92.23*	0.410	*90.51*	0.448	*168.93*	0.519	*145.65*	0.502	*119.42*
2011	0.471	*78.29*	0.376	*87.03*	0.395	*87.25*	0.463	*174.44*	0.518	*145.44*	0.504	*119.73*
2012	0.462	*76.78*	0.401	*92.88*	0.413	*91.11*	0.440	*165.89*	0.524	*147.06*	0.506	*120.22*
2013	0.470	*78.19*	0.386	*89.41*	0.400	*88.26*	0.433	*163.37*	0.518	*145.32*	0.502	*119.35*
2014	0.451	*74.97*	0.410	*94.92*	0.419	*92.49*	0.455	*171.40*	0.521	*146.11*	0.508	*120.88*
2015	0.427	*71.03*	0.394	*91.16*	0.403	*88.88*	0.448	*168.69*	0.517	*145.20*	0.505	*120.13*
2016	0.383	*63.64*	0.368	*85.12*	0.375	*82.64*	0.410	*154.69*	0.502	*140.91*	0.489	*116.28*
2017	0.394	*65.59*	0.380	*87.98*	0.386	*85.10*	0.388	*146.41*	0.498	*139.79*	0.485	*115.34*

Average	0.4557	0.3658	0.3815	0.4014	0.4922	0.4789
Typical Dev	0.0533	0.0347	0.0334	0.0511	0.0363	0.0234

Noting that the Hotel option is currently the most requested accommodation offer (84.11%), indicates, in terms of seasonality, that it is the international market that has the highest concentration index (0.4779) while the domestic market is 0.3429.

The apartments (14.37%) is the most seasonal option of the three observed, being the national market the one that shows greater seasonality (0.5781), in front of the international market (0.5449).

And in the same direction behave overnight stays in rural tourism (1.52%).

The historical evolution experienced by the concentration index of tourism in Baleares during this century contemplating the type of accommodation. It can not claim to have a favorable trend, since it is flat, which shows that all policies and attempts to deseasonalize carried out by tourism agents have not been successful.

CONCLUSION

From the analysis of the number of overnight stays registered in the Islands, according to the type of accommodation, it is evident that overnight stays in rural tourism show the most stable behavior throughout the year (G (TR) = 0.3815). At the other end, with the most seasonal behavior, overnight stays in apartments impose (G (A) = 0.5487). In the intermediate position are placed overnight stays in hotels, with an average Gini index value of 0.4656.

These findings are particularly interesting for informed decision-making on the part of tourism managers, both in the public and private spheres.

Intensify promotional actions outside the high season by positioning different products to the ‘sun and beach’ in international issuing markets and the development of specific campaigns towards the domestic market as well as promoting agreements with airlines to increase their connectivity during the low season would be some of the initiatives pointed out to deseasonalize the destiny.

And of course the accommodation offer should take some action in order to make their proposals more attractive out of high season by addressing target audiences with more spending capacity and that values the authenticity, uniqueness and tranquility of the destination.

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Perceived behavioral control, attitude toward the behavior, subjective norm and behavioral intentions of guests of green hotels

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INTRODUCTION

Desired behavioural responses from visitors are considered as the major antecedents of achievements for green hotels, since they affect the hotels' performances. Several studies have identified customer loyalty as one of the main objectives of green hotels (e.g., Teng *et al*., 2018; Yusof *et al.*, 2017). To formulate customers' behavioural intentions, scholars must utilize a solid theory to properly explain the proposed conceptual framework (Olya & Gavilyan, 2017). The theory of planned behaviour (TPB) is frequently applied to model green hotel visitors' behaviours (e.g., Line & Hanks, 2016; Teng *et al.*, 2018). Teng *et al.* (2018, p. 1138) stated that, "TPB provide[s] green hotel practitioners with an important implication that investigating consumers' behavioural intention and attitude towards the green hotel would be the first step to predict whether consumers would actually choose green hotels to stay."

Many scholars believe that TPB requires being merged, decomposed, or even extended to support conceptual models to indicate clients' behavioural intentions (e.g., Han et al., 2010; Kim and Han, 2010; Verma & Chandra 2018). These researches have demonstrated that the researches on net impacts of three indicators of TPB —namely, attitude toward the behaviour, subjective norms, and perceived behavioural control—is not sufficient to predict the expected behavioural intentions of moral clients.

A green hotel is described as “an environmental friendly lodging property that institutes and follows ecologically sound programs/practices (e.g., water and energy savings, reduction of solid waste, and cost saving) to help protect our planet” (Han et al., 2010, p. 325). Cyprus Tourism Organization believes that green hotels are responsible to minimize their negative effect on environment and enhance the benefits through boosting pro-environmental actions and sustainable development policies. Particularly, green hotels are committed to meet energy efficiency standards, green products consumption, conservation of water, air quality and solid waste management, wastewater treatment and management, control of noise pollution, harmful and toxic substance disposal management, collaboration with local organizations, human resource management, and environmental practices and policies for hotel operation. This research aims to assess the sufficient effects of three TPB dimensions on intention to recommend and continue to use green hotels applying Structural Equation Modelling (SEM). The current study is the first empirical research model behaviour of the visitors of green hotels in the case of Northern Cyprus.

THEORETICAL BACKGROUND

The TPB is extended form of the theory of reasoned action by inclusion of perceived behavioural control; and describes how people desire to take action (Fishbein & Ajzen, 1975). Ajzen (1991, p. 181) explained behavioural intention as “an indication of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior.” The TPB proposes individuals’ intentions, beliefs, and attitudes are linked in modelling their behaviours. Particularly, attitudes to the behaviour, and perceived behavioural control and subjective norms, are main predictors of behavioural intent among individuals. According to study of Ajzen (1991, p. 188), subjective norms are “the perceived social pressure to perform or not to perform the behaviour” and demonstrates “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question.” Perceived behavioural control is defined as “the perceived easiness or difficulty of behavioural performing.”

A recent research expanded the TPB by adding conscientiousness and moral reflectiveness to the proposed structural model and by using SEM considering Indian lodging data (Verma & Chandra, 2018). They found that three dimensions of TPB plus two added factors enhanced visit intensions among young customers of Indian green hotels. Moreover, Chen and Tung (2014) developed the TPB model with perceived moral obligation and environmental concern to model clients’ intention to use Taiwanese green hotels. Applying SEM, they found that environmental concern positively affected three TPB elements. They also mentioned perceived moral obligation and three TPB dimensions improved visit intention among customers. Botetzagias et al. (2015) expanded TPB with moral norms to assess the recycling intention among Greek people. The result of SEM indicated that attitude, moral norm and perceived behavioural control improved the recycling intention of customers. They indicated the demographic variables and subjective norm did not affect customers' recycling intention.

In the lodging industry, Kim and Han (2010) added various predictors (e.g., behaviour, normative, and control beliefs and environmental concessions behaviours) to TPB model to evaluate guests' intention to pay conventional hotel prices. Several other researches have applied a stripped down TPB version to describe models indicating behavioural intentions among customers (e.g., Lin *et al*., 2010). In the break down version of the TPB, attitude is figured by the three dimensions of relative advantage, complexity, and compatibility; perceived behavioural control is evaluated by two dimensions of efficacy and facilitating conditions; and subjective norms are further represented by normative influences.

Figures 1. displays proposed structural model including six hypotheses. H1. seeks to evaluates the effect of attitude to behavior on continued intention to use. H2 is the effect of attitude to behavior on intention to recommend. H3 is the effect of subjective norm on continued intention to use. H4 is the effect of subjective norm on intention to recommend. H5 is the effect of perceived behavioral control on continued intention to use. H6 is the effect of perceived behavioral control on intention to recommend.

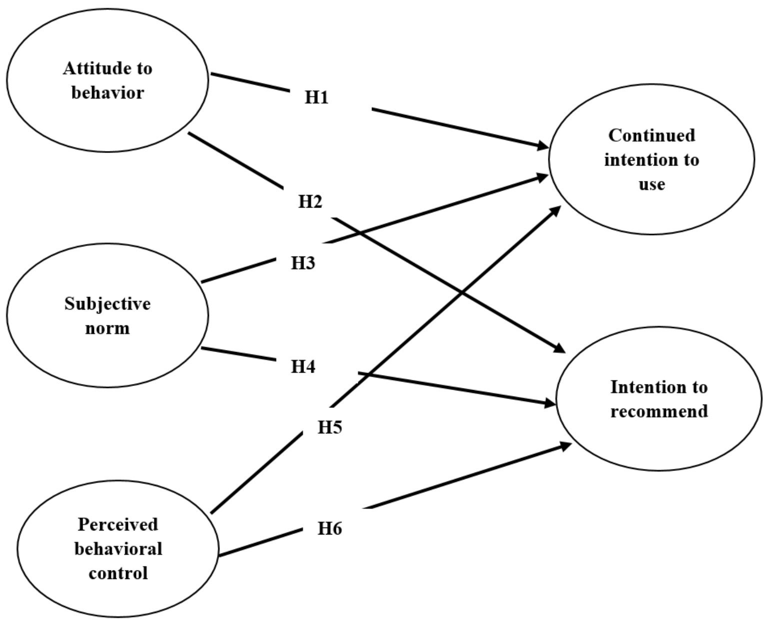


Figure 2. Research model.

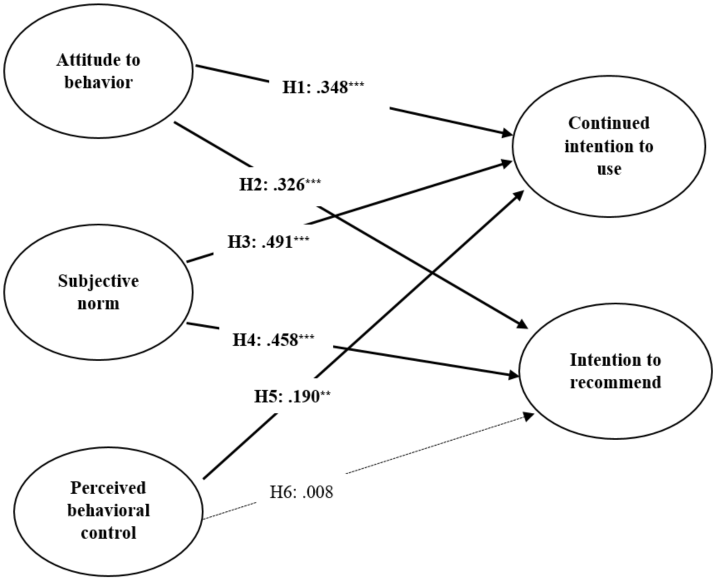
METHODOLOGY

Scale items for two behavioural intentions and also for three TPB variables were adapted from the extant researches (Ajzen, 1991; Ajzen and Fishbein, 1980; Han *et al.*, 2010; Prud'homme and Raymond, 2013). All research variables except attitude toward the behaviour were assessed using a 7-point Likert scale ranging from "1" (strongly disagree) to "7" (strongly agree). Moreover, four items for attitude toward the behaviour were assessed using a 7-point Likert scale ranging from "1" (bad/foolish/unpleasant/harmful) to "7" (good/wise/pleasant/beneficial). Concerning application of procedural remedy of common method bias, different anchor labels used to measure the scale items which was suggested by Podsakoff *et al.* (2003) for controlling the potential threat of common method bias.

Data were gathered from Cyprus, where tourism and hospitality are the major economy drivers in the country. The delicate ecosystem of this small island in Mediterranean Sea is under pressure in terms of tourism development. This research applied a questionnaire-based study to gather data from the customers of green hotels that worked under established mandatory sustainability standards for hotel establishments approved by the Cyprus Tourism Organization. To conduct the research, we first received data collection permission from four green hotels prior to directly approaching customers and asking them to participate in the study and survey. In all, 297 customers agreed to answer the survey. The field survey of the spanned from June 7 through July 28, 2017. Questionnaires with greater than 20% of missing data were dropped from the research sample (Hair *et al.*, 2014). The total response rate was 87%, with 260 valid cases used for data analysis. The proposed hypotheses were tested by SEM applying AMOS, 22.

RESULTS

The SEM results for testing the net effect of the three TPB dimensions are displayed in Figure 2. The attitude toward behaviours have significant and positive association with continued intention to use at β=.348, p<.001, and intention to recommend was β=.326, p<.001. Moreover, subjective norms significantly and positively associated to continued intention to use (β=.491, p<.001) and intention to recommend (β=.458, p<.001). Perceived behavioural control had a significant and positive impact on continued intention to use (β=.190, p<.01), but there is no significant effect on intention to recommend (β=.008, *not significant*). These results are similar to findings of research by Goh *et al.* (2017), who stated that the behavioural intentions of national park visitors have significant and positive influence by attitudes toward behaviours and subjective norms, but not linked with perceived behavioural control. Based on findings, except H6, all hypotheses were supported.



Note: Fit statistics: X^2 = 459.098, df = 198, X^2/df = 2.318; IFI = .826; PCFI = .673; RMSEA = .079. ***: $p < .001$; **: $p < .01$.

Figure 2. Results of structural equation modeling

CONCLUSION

This research developed the current knowledge towards green hotel customers' behaviours by using a novel TPB application in the small Mediterranean island context. This research demonstrated that the net impacts of attitude to behaviour, subjective norms, and perceived behavioural control on customers' continued intention to use green hotels are significantly positive. Intention to recommend a green hotel to others is affected by attitude to behaviour and subjective norms; however, it is not affected by perceived behavioural control.

Attitude toward behaviour has an essential role in clients recommending and continuing to use green hotels as a net effect of this element, displayed by SEM results (Figure 2). Thus, green hotel managers should finance the promotion of attitude toward behaviour of their customers. Particularly, social media can be applied as an effective tool to enhance the environmental concerns of visitors or potential clients, which may amend their attitude toward behaviour. The marketing department can boost environmental policies also share eco-friendly practices by email as direct marketing.

Loyalty program can be supported by green hotels that represent appreciation of the concern, knowledge, and attitude of visitors toward behaviour. Green hotels can also encourage customers who involve in eco-friendly activities by suggesting awards and incentives. Training programs may help that customers learn more about the purpose and advantages of green consumption. Policies in Cyprus should support green hotels as a main in destination management by collaboration of in pro-environmental activities since green consumption can assist in the sustainable management of this island's ecosystem. Furthermore, the government can also technically and financially support for energy conservation and efficiency, water conservation, and air quality of green hotels. These policies improve attitude and awareness of all stakeholders such as customers of green hotels toward sustainable management in hospitality and tourism industry in Cyprus Island. Moreover, to encourage both guests and employees to use electrical vehicles, government can embed electric charge stations in close distance with the green hotels.

Green consumption is a developing trend in the hotel industry since governments encourage and strengthen pro-environment policies; and responsible organizations affirm the hotels eco-friendly practices. Thus, there will remain an interest to researchers and stakeholders to continue and study the various aspects of green consumption and provide beneficial recommendations in other hospitality subsectors such as leisure centres, restaurants, tour operators, nightclubs, bars, and resorts.

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Local perception of tourism impacts and place identity: The case of La Unión (Spain)

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INTRODUCTION

The impact of tourist activities is increasingly perceived as a negative question by local population, affecting their quality of life. In this context, the present research investigates how personal values and identity of local population, can modulate their perception of tourism impacts. Social and physical attributes of a given place help to conform the sense of being of the population. Inside this research field, some authors analyse how local population perceives the impact of tourism, hence influencing their support for such activities (Andereck et al. 2005). Departing from the traditional cost-benefit analysis in Social Exchange Theory, new contributions investigate how personal values of people arising from ties with geographical places could influence their perceptions and attitudes toward tourism (Nunkoo and Gursoy 2012). Different concepts emerge in this area. The more recent studies focus on the role of place identity in shaping the perception of tourism by residents (Gu & Ryan 2008; Wang & Chen 2015) and nowadays, with the spread of sustainable practices, some destinations start to build on local identity issues when promoting tourism development.

In the paper, we build on Place Identity Theory as a theoretical framework when analysing residents´ perceptions and attitudes towards tourism. In our case, the study of mining tourism destination provides a good laboratory for testing the role of identity as a generator of social welfare in local tourism developments and for tourism sustainability. Locations where mining industry has been an important activity show good memories at the level of people (Vargas-Sánchez et al. 2009. Identity issues are also expected to influence the perception of tourism impacts by local population in mining places (Edwards & Llurdés, 1996).

The present study seeks to explore those issues by focusing in the case of the mining town of La Unión in Spain. Building on survey data, we conduct a Structural Equation Modelling (SEM) analysis testing for the relationship between place identity, residents´ perception of tourism impacts and local support for tourism.

Hypotheses of the model include testing the effects of Place Identity (PI) on the perception of the impacts of tourism by residents and testing how it acts as a generator of social welfare in local tourism developments and in supporting these developments.

METHODOLOGY

A survey was conducted in La Union in the summer of 2017. The questionnaire includes elements capturing the constructs of place identity, perceptions on the economic, sociocultural and environmental impacts of tourism by residents, and their level of support for tourism. In total, we have collected 269 usable instruments.

The survey comprised eight constructs: four of them measuring place identity by means of concepts of distinctiveness, self-steem, continuity and self-efficacy, three measuring the tourism impacts and one for measuring the support for tourism of residents. The items that measure the constructs were adjusted to scales validated in the literature.

RESULTS

Data analysis was conducted with Smart PLS 3.1 software, applying the two-step procedure (Hair et al., 2013).

Measurement model

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

Table 1. Properties of Reflective Measurement Constructs

Construct	Items	Factor Loading	CR	CA	AVE
Distinctiveness (DISTI)	DISTI_1	0.848	0.934	0.911	0.738
	DISTI_2	0.896			
	DISTI_3	0.833			
	DISTI_4	0.892			

	DISTI_5	0.822			
Self-Steem (SSTMD)	SSTMD_1	0.810	0.951	0.943	0.638
	SSTMD_2	0.783			
	SSTMD_3	0.781			
	SSTMD_4	0.780			
	SSTMD_5	0.795			
	SSTMD_6	0.796			
	SSTMD_7	0.814			
	SSTMD_8	0.745			
	SSTMD_9	0.821			
	SSTMD_10	0.857			
	SSTMD_11	0.802			
Continuity (CONTI)	CONTI_1	0.918	0.915	0.861	0.783
	CONTI_2	0.817			
	CONTI_3	0.917			
Self-Efficacy (SEFCCY)	SEFCCY_1	0.823	0.848	0.738	0.650
	SEFCCY_2	0.796			
	SEFCCY_3	0.799			
Sociocultural Tourism Impacts (SCTI)	SCTI_1	0.695	0.903	0.870	0.610
	SCTI_2	0.860			
	SCTI_3	0.843			
	SCTI_4	0.812			
	SCTI_5	0.800			
	SCTI_6	0.654			
Environmental Tourism Impacts (ENTI)	ENTI_1	0.739	0.874	0.800	0.699
	ENTI_2	0.858			
	ENTI_3	0.902			

Economic Tourism Impacts (ECTI)	ECTI_1	0.898	0.941	0.908	0.842
	ECTI_2	0.924			
	ECTI_3	0.931			
Support for Tourism (ST)	ST_1	0.777	0.953	0.944	0.717
	ST_2	0.831			
	ST_3	0.856			
	ST_4	0.833			
	ST_5	0.816			
	ST_6	0.900			
	ST_7	0.857			
	ST_8	0.896			

Structural Model

The assessment of the structural model is based on traditional tests, including the structural path coefficients (⍰), the R2 values, the effect size f2, the SRMR, and the Q2 test for predictive relevance. Table 2 presents the path coefficients of each hypothesized association in the research model and t-values confirm the significance of hypotheses H1, H3, H4 and H5, confirming the effects of place identity on the perception of socio-cultural (H1) and economic (H3) impacts of tourism, and that of socio-cultural (H4) and environmental (H5) perceptions of impacts on the support to tourism development by residents. Socio-cultural dimension appears to be the most prominent dimension in the place identity framework, as one would expect, while environmental coefficient in H5 shows negative sign, reflecting a negative relationship between this type of perceptions and the support to tourism development.

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

Hypothesis	**Path Coefficients (β)**	**t- statistic**	**p-value**	**R^2**	**f^2**	**SRMR**
H1. PI-	0.789	26.329	0.000***	0.622	0.1648	0.079

Sociocultural					
H2. PI-Environmental	-0.081	1.221	$0.222^{n.s.}$	0.007	0.007
H3. PI-Economic	0.361	4.567	0.000^{***}	0.130	0.150
H4. Sociocultural-Support	0.463	7.163	0.000^{***}		0.244
H5. Environmental-Support	-0.155	2.258	0.024^{*}	0.277	0.030
H6. Economic-Support	0.093	1.386	$0.166^{n.s.}$		0.009

The structural model shows good predictive power as the variances (R2) in the endogenous constructs are acceptable. The f2 values of 0.02, 0.15 and 0.35 indicate a small, medium or large effect size, respectively. As shown in Table 2 the model shows good explanatory power for the accepted hypotheses. Furthermore, the blindfolfing approach was followed to calculate the construct cross-validated redundancy index or Stone-Geiser's Q2 statistic. All values of Q2 are positive (Chin, 1998) so the relations in the model have predictive relevance.

CONCLUSION

A model based on the relationships generated between five constructs is evaluated: identity of the place, sociocultural impact, environmental impact, economic impact and support to tourism. The model is constructed according to the theory of place identity. The mining tourist product is interesting to prove this theoretical environment, since the product is closely linked to the history, culture and personal values of the area, as in the case of La Unión, Spain. The results show how residents' strong sense of place identity make them perceive socio-cultural impacts in a very positive way as an improvement in their quality of life and how this conditions their behavior towards a clear support for tourism, despite the practical absence of economic and environmental impact. The economic and environmental dimension does not seem to be important in this framework, this being an interesting result, which reinforces the particular nature of mining heritage tourism. In summary, the results of the model show the importance of taking into account the sense of place identity of the residents in the planning and management processes of tourism products and local destinations helps to reduce the negative impacts of tourism.

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Destination image measurement in the context of a stopover: The attractiveness of Dubai for French and Australian travellers

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INTRODUCTION

There has been a lack of attention by academic researchers towards investigating the perceptions of stopover destinations on routes involving long haul international travel. The aim of this study was to measure perceptions held of Dubai as a stopover destination during long haul air travel between Europe and Australia/South Pacific, by consumers in France and Australia. Given this gap in the literature, this is an exploratory investigation of aspects of stopovers. The study contributes to the literature by combining and testing two theories and two research techniques, which have not yet been applied in the context of stopovers, in two markets in different hemispheres. It also identifies potentially determinant attributes of stopover destinations and measures the attractiveness of Dubai in this context.

LITERATURE REVIEW

While destination image has been the most popular topic in the destination marketing literature since the field commenced in the early 1970s, the influence of the travel situation on perceptions held of destinations remains a major research gap (Pike & Page, 2014). Analysis of 262 destination image publications identified only 38 (14.5%) that stated an explicit interest in a specific travel situation, and none of these was concerned with the context of a stopover (Pike 2002, 2007).

Based on Fishbein's (1963, 1967) multi-attribute model, destination image is conceptualised as a function of the attributes desired as being important to the traveller, and the perceived ability of the destination to deliver these (Wilkie & Pessemier, 1973, Fishbein & Ajzen, 1975, Mayo & Jarvis, 1981). However, not all important attributes will be considered during travel decision making. Of interest is the subset of important attributes that are salient (top of mind) when a traveller is comparing different destinations and these attributes are more likely to determine destination choice (Myers & Alpert, 1968). Determinant attributes are a small subset of salient attributes that determine the final purchase decision. Since there has been a lack of research investigating stopover destination image, a method is required that will identify those attributes that are salient for this travel context, and then the subset of determinant attributes.

METHODOLOGY

A mixed methods research design was required. The first stage necessitated a qualitative research method to identify salient stopover destination attributes. Personal interviews were undertaken in Australia and France using the Repertory Test technique underpinned by Personal Construct Theory (Kelly, 1955). Triangulation was then undertaken. The attributes elicited from the personal interviews with French consumers was compared the findings from the interviews with Australian consumers, and a list of the most common themes reported in the destination image literature (Pike, 2003). This enabled the development of a comprehensive index of potential scale items to measure stopover destination attractiveness. 36 interviews were held in Brisbane and Paris with a purposeful convenience sample. The second research stage necessitated a large sample of participants to complete an online questionnaire. Members of an Australian commercial research panel were invited to participate from Victoria, New South Wales and Queensland and French members were invited to participate, residing nationwide.

RESULTS

The two online surveys were launched simultaneously in August 2017 and attracted a total of 989 responses within a seven-day timeframe. There were 492 responses from Australia, and 497 responses from France. Of these, there were 416 useable complete responses from Australia, and 361 useable responses from France.

Length of a stopover

Over three quarters of the total 777 participants (79%) indicated a likely stopover of between one and three nights. This supports the development of a working definition of a stopover as representing a stay of one to three nights.

Unaided top of mind awareness (ToMA)

Participants were asked to type in the name of the first stopover destination that comes to mind when considering future travel between the two hemispheres. For the Australian sample Dubai ranked second after Singapore (26.7). These top two destinations accounted for just over half the Australian sample (57.7%). For the French sample Dubai recorded the highest number of mentions (13.9%). There was a much greater spread of destinations, with the top two destinations only accounting for 21.1% of the French sample.

Stopover destination attribute importance

Table 1 lists the attribute importance means in rank order for any stopover destination. For the 29 attribute importance means the Cronbach Alpha was .948 for the Australian sample and .955 for the French, indicating strong internal consistency. The grand mean for all items was 4.9 for both samples. Independent-samples *t*-tests indicated no significant difference between the grand mean for both samples. However, there were significant differences ($p < .001$) for 12 individual attribute means, which are highlighted with an Asterix next to the attribute label. The 12 *salient* attributes that emerged from the Repertory Tests, and which were not common themes in the destination literature, are highlighted in bold in Table 1. All but one of these items, *The destination is familiar to me*, was rated higher than the scale mid-point of 4 by both samples. Four items selected from the literature, but which were not elicited in the Repertory Test, rated lower than the scale mid-point for the Australians. These findings reinforce the need to develop survey attribute lists from a combination of the literature and a context-specific qualitative stage engaging with consumers.

Table 1 – Attribute importance

Attribute	Australia rank	Mean	Std.	France rank	Mean	Std.
Safe	1	5.97	1.30	1	5.65	1.44
Women respected	2	5.81	1.35	2	5.52	1.46
Accommodation**	3	5.76	1.23	8	5.23	1.32
Friendly people	4	5.69	1.24	3	5.48	1.31
Comfortable flight time**	5	5.68	1.25	12	5.11	1.44
Flight schedules**	6	5.62	1.24	7	5.21	1.39
Easy to get around	7	5.54	1.28	8	5.23	1.28
Clean	8	5.51	1.33	5	5.31	1.39
Not expensive	9	5.40	1.32	14	5.09	1.45
Great food**	10	5.36	1.29	18	5.00	1.34
Weather	11	5.18	1.44	13	5.10	1.42
New experiences	12	5.17	1.40	15	5.07	1.40
Lots to see/do	13	5.09	1.41	11	5.16	1.37
English spoken**	13	5.09	1.59	22	4.53	1.63
Nature/scenery	13	5.09	1.42	4	5.35	1.35
Attractive city	16	5.06	1.35	6	5.29	1.30
Historic places	17	4.98	1.42	16	5.05	1.40
Architecture	18	4.83	1.47	17	5.04	1.36
Nice airport**	19	4.75	1.50	25	4.30	1.62

Interesting culture**	20	4.67	1.71	10	5.20	1.45
Big city experience	21	4.37	1.55	20	4.73	1.52
Shopping	22	4.30	1.78	24	4.39	1.64
Outdoor activities**	23	4.15	1.72	21	4.70	1.50
Beaches	24	3.99	1.75	19	4.76	1.54
Familiar to me	25	3.93	1.67	26	4.24	1.60
Nightlife**	25	3.90	1.74	24	4.36	1.65
Adventure activities**	27	3.58	1.79	23	4.47	1.61
Water sports**	28	3.16	1.75	27	4.04	1.75
Sports activities**	29	3.14	1.77	27	4.04	1.75
Grand mean		**4.85**	**0.96**		**4.95**	**0.98**

** Denotes statistically significant difference at $p < .001$

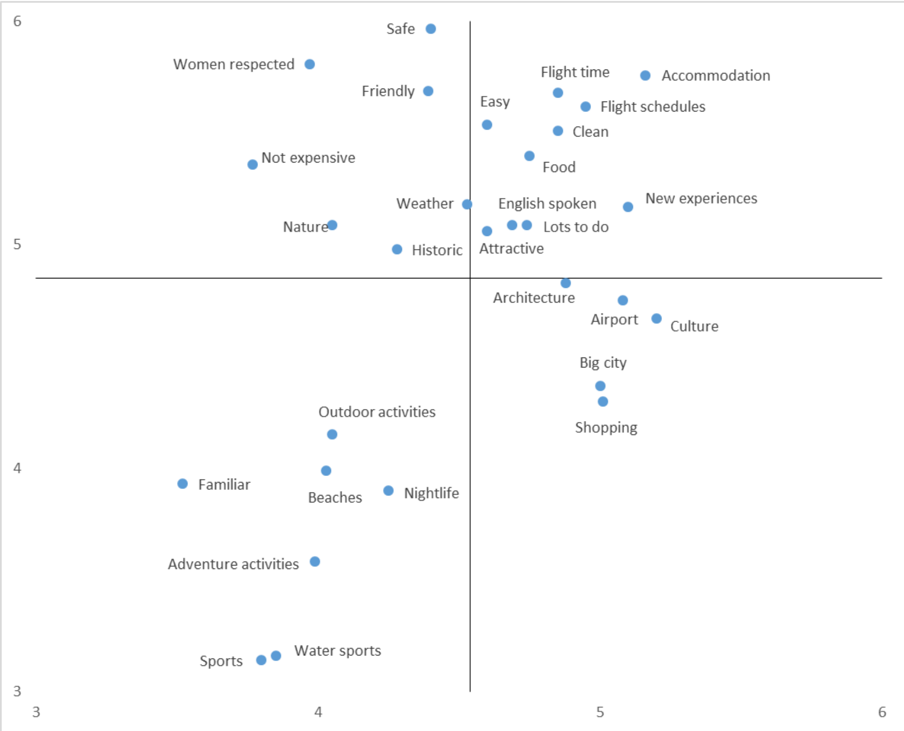
Importance-performance analysis (IPA)

Another useful visual representation of the data is to use an Importance-performance analysis (IPA) matrix (Martilla & James, 1977). The IPA matrix for the Australian sample is presented in Figure 1. The x-axis indicates perceived performance on each attribute for Dubai, while the y-axis shows attribute importance. Of most interest are the top two quadrants, which feature those attributes that are relatively most important. This highlights those 17 attributes that are potentially more likely to be determinant in destination choice decision making, and which represent potential strengths and weaknesses for Dubai. It should be noted that 7 of these 17 attributes were elicited from the qualitative Repertory Test stage and were not common themes in the destination image literature.

The implication for the attributes in the top right quadrant is that these represent potential strengths for Dubai. Six of these 11 attributes were elicited from the Repertory Tests and were not common themes in the destination image literature. The implications for the attributes in the top left quadrant are these represent potential weaknesses, which are rated relatively highly but where perceived performance of Dubai could be improved.

In terms of the potential weaknesses of Dubai, one of the most interesting and potentially controversial findings is the relatively low performance of perceptions of *Women are respected* in Dubai. While this was not a common theme in the destination image literature, the attribute was elicited from both the Australian and French Repertory test participants as being salient. The attribute was ranked second most important, after *Safe destination*. Independent-samples t-tests and ANOVAs indicated no significant difference by any demographic category for either sample. Another major potential weakness for Dubai is *Friendly people*, the mean for which was strongly correlated with *Women are respected*, for the Australians (r = .757, p < .001) and the French (r = .724, p < .001). Independent-samples t-tests indicated significant differences (p = .002) between the means of those Australians who had previously stayed in Dubai (4.84) than those who had not (4.28); as well as for the French (p = .002) who had previously stayed (4.98/4.28).

Figure 1- Australia Importance-Performance Analysis



CONCLUSION

This research contributes to the tourism literature in five ways. First, the study is thought to be the first to measure stopover destination image. In over 40 years of published destination image research there has been a lack of attention to the influence of travel context on destination image.

Second, the study is the first to use the Repertory Test method to identify salient attributes of stopover destinations. Most reported destination image studies have selected a list of attributes from the literature, without a qualitative research stage involving travellers. This study has extended use of the Repertory Test to examine attribute salience in two geographically and socio-culturally different countries, 17,000 kilometres apart. There were 12 attributes elicited from the French and Australian Repertory Test participants, which were not common themes in the literature. This highlights the value of using a qualitative stage when designing a destination image questionnaire. Third, the study offers the first working definition of the length of a stopover during long haul international travel. The findings lead to the proposition a stopover is between one and three nights duration.

Fourth, the study provides baseline perceptions of Dubai's stopover destination attractiveness in two important markets. An important implication of the survey data is the gap between attribute importance and perceived destination performance. For both samples, Dubai is perceived to underperform across the range of potential determinant attributes. The similarity in the pattern of data from participants in two different countries, in different hemispheres, in different languages, is indicative of strong external validity of the findings. Fifth, the findings support previous research indicating previous visitation might lead to an improvement in destination image.

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Transformative travel experiences

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INTRODUCTION

Literature in tourism have well covered the impacts of tourists on the destination (e.g. economic, environmental and social issues) but neglected the effect of destination on travelers. Although few studies focused on the the impact of travel on wellbeing, research is scant in behavioral, attitudinal and cognitive affects (e.g. Sampaio & Simoni Isnart, 2014) on individuals. Pine and Gilmore (2011) discuss in order for transformation to occur, some fundamental personal characteristic (e.g. attitude, belief, behavior, performance) should be altered. They claim that transformation is only possible through personal and unique experiences and human transformation is usually triggered by new knowledge and a change in environment.

Thus transformation usually occurs when external stimuli triggers the change. This might be a new place, new culture, new knowledge, new people and so on. Thus transformation is relevant to travel. By definition tourism requires a travel outside one's regular environment and might be considered a potential transformative activity. The transformation that occurred through the encounters in a new place is shaped by different experiences of tourists and their interaction with the destination (Reisinger, 2013). Morgan (2010) discusses that strong transformation occurs when there is a direct encounter with other and otherness (nature and culture). He goes on to emphasize that variables like place, traveller's both personal and collective motivation, intentional or unintentional forms of experience, duration of travel (long or short term), distance (both physical and cultural) also affect intensity of transformation. When tourists travel to unfamiliar places, the impact of human environment on transformation might even be stronger (Cetin & Okumus, 2018). Thus there is a need to focus on the transformative effects of travel experiences.

These transformative experiences are also associated with individuals' personal background as well as events, perceptions and interactions at the destination (Pine & Gilmore, 2011). Tourists make comparisons between their daily lives and and the norms and values of their hosts as well as the physical environment. Therefore, a similar experience might cause different transformations for different tourists. Hence; past experiences, cultural background and personal characteristics of the tourist might also affect the type and intensity of transformation (Cetin & Bilgihan, 2016). This makes exploring transformations in tourism context a challenging task. Yet, it is still possible to offer some shared characteristics of transformations and even offer a typology of changes they trigger in tourists. If tourist transformations could be understood better, this might result in better promotion of travel as a leisure activity. Hence, this study aims to identify the characteristics, antecedents and outcomes of tourist transformations based on an exploratory study on travelers.

LITERATURE REVIEW

Post-travel behaviours of tourists are examined from a marketing perspective (e.g. loyalty) and literature focusing on tourists as consumers neglected that travel experience might have a wider scope of transformations and alterations on the individual (e.g. Cetin & Dincer, 2014). Other research explored short-term impacts of tourism activity on wellbeing, quality of life, stress, life satisfaction and so on (e.g. Chen, Petrick, & Shahvali, 2016). These studies also overlooked the transformational, attitudinal and behavioural changes in travellers and how travel experiences affect their life in the long run.

Transformation is usually associated with personal development and growth (Milstein, 2005; Stone & Petrick, 2013), and self-change (Noy, 2004). Limited number of scholars studying the relationship between travel and transformation have focused on different motivations including backpacker's travel narratives (Noy, 2004), transformation power of sojourners (Milstein, 2005), ecotourism (Sowards, 2012), volunteer activities (Zahra & McIntocsh, 2007) and the educational (transformative and experiential learning) benefits of travel (Stone &Petrick, 2013).

In their study on British backpackers, Bosangit et al. (2015) have shown the importance of self-reflections and emotions in personally meaningful travel experiences. Laing and Forst (2017) examined how the journey to Italy made a transformative effect on women through contemporary non-fiction books written by Western female authors. Pizam, Uriely and Reichel (2000) found increasing intensity of social interaction between tourist and host resulted positive changes in attitudes towards hosts and destination. In his study about the self-change of Israeli backpackers, Noy (2004) found that transformation of backpackers is positive and beneficial. He also states that when backpackers describe their transformations, they emphasize that their personality has been altered and they become more patient, tolerant and open.

Graburn (1978) approaches to transformation as a part of tourist experiences and emphasizes that tourist's experiences are not possible without making any change on tourist. However, in his study, Bruner (1991, p. 246) associates transformation with understanding the world, being enthusiastic about knowing different cultures but he also believes the potential of transformation through tourism is exaggerated for mass tourism. He goes on to state while transformation is limited for sunlust mass tourists which seek familiarity and comfort; special interest tourists might seek more genuine transformative travel experiences.

METHODOLOGY

This exploratory study aims to identify transformative impacts of travel experience of tourists and how these impacts affect attitudes, beliefs and behaviors of tourists and their daily life. It also aims to explore personal (e.g. demographic, personality) and tripographic (e.g. characteristics of the destination) factors that affect the level of transformation. Different then previous research focusing on transformation of Western travelers from developed countries this study focused on experiences of travelers from a developing country. Exploring transformations experienced by travelers from a developing country might provide better insights on transformative changes as the perceived gap and distances would be larger. Turkish travelers were selected as case study to understand how their travel experiences changed their attitudes, beliefs and behaviors in their regular life at home.

Because of the exploratory nature of the study, semi-structured interviews were conducted with Turkish travelers who have been abroad more than three times within the last two years. A more frequent travel experience would provide better insights into sharper transformations and would suggest a better comparison among different tripographic factors (e.g. motivation, duration, destination) and transformative destinations' characteristics. Two years was set as the criteria so that informants might be able to recall the specifics of their travel experiences. Yet, they were encouraged to provide potential sources of transformation in previous travel experiences as well. Informants were requested to enquire about how pervious travel experiences transformed them to be a different person and the perceived reasons for such transformations.

Interviews were conducted between May-July 2018 in Istanbul, Turkey. 14 participants were approached at Istanbul International Airport which is the main gateway of the country to abroad. All interviews were recorded and transcribed verbatim within the same day. Authors also read these transcriptions independently while interviews were in progress. Authors also started to code the contents individually. When all authors completed their content analysis, they came together several times to discuss their classifications. At the end of third discussion they reached on consensus and agreed on the final structure of the model presented in the study.

RESULTS

Out of 14 respondents seven were male the average age was 42 and all had a university degree. The median income bracket was 4000-8000 TL and they visited four countries on the average within the last two years. Concerning the impact of travel experience; the types of transformations were categorized under behavioural changes (e.g. new habits), attitudinal changes (e.g. alterations in beliefs) and changes in personality (e.g. self-confidence). The mediating factors that affect the level of transformation were also explored. Tripographic factors (e.g. length of travel), personal characteristics (e.g. cultural background) and destination features (e.g. cultural distance) were listed as the main factors that affect the level of transformation. These relationships and categorizations are shown at figure 1.

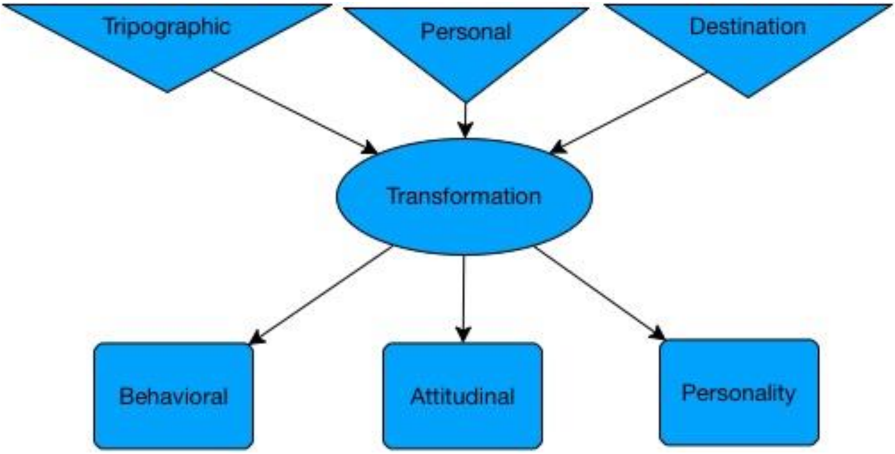

Figure 1. Transformative Travel Experiences

CONCLUSION

This empirical study explored the antecedents and types of transformative travel experiences through a qualitative study based on in-depth interviews with 14 Turkish travellers. Analysis of data revealed three factors that influence transformation as tripographic, personal and destination factors. Types of transformation were also categorised under three groups; behavioural, attitudinal and personality alterations. Although the influence of travel experience on consumers' behaviour and well-being has been studied extensively, previous research overlooked the essence of transformations in tourists stemming from their travel activities. This research offers a typology of transformations and how these are influenced by other factors.

If travellers and tourism industry is better informed about the transformative effects of travel and how these are formed they might be in a better position to influence these. Scholars might also have a better picture of how tourism affect behaviour, attitudes and personalities of individuals in their regular life. For example, various informants mentioned their travel experiences made them more active and more environmentally responsible. Some also started to apologize and salute others more often. They also became more tolerant to cultural differences, gained self-confidence and became more curious and adventurous. The level and type of transformations also differ based on various factors including duration of travel, level interaction with local people, age, travel frequency, cultural distance at the destination and so on. The small sample size and concentration on Turkish travellers are the main limitations of this study. Yet, among the first preliminary studies on transformative travel experiences the study might shed light into future studies on quantification and measurement of the level and of transformation for different destinations, personalities, tripographics. Future studies looking into travel related changes in individuals' behaviors, attitudes and personalities using an international diverse sample and how these transformations are triggered are considered important to define these experiences and how to offer them at the destinations.

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Centennials changes in attitudes toward the destination by virtual reality

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INTRODUCTION

The high level of globalization and competitiveness that exists today in the tourism sector implies that innovation in the promotion strategy endorsed by those responsible for managing tourist destinations is key to improving the positioning and competitiveness of any destination (Volgger and Pechlaner, 2014). Exceptionally, the commercialization and promotion of tourist destinations and products goes through an important digital transformation that accelerates sales processes, reduces commercial margins and promotes multi-channel (Jacobsen and Munar, 2012). Additionally, the new applied technologies facilitate the development of new promotion strategies that grant a greater segmentation of the market and the personalization of the content, improving the efficiency and effectiveness of the promotion campaigns.

Along these lines, Virtual Reality (RV) allows the development of offers and personalized promotion campaigns that make it possible to the tourist to live the experience before the trip, thus stimulating the sales processes. The use of VR as a promotional tool can help destinations to develop promotion strategies to improve their level of differentiation against competing destinations, as well as the development of new products (Guttentag, 2010). It is estimated that in 2017 the VR has had a value of $ 4.9 billions, with the value projected in 2020 of $ 37.7 billions. It is considered that VR will have a significant impact on the tourism sector (Tussyadiah, Jung, & Tom Dieck, 2018), considering that the development of content production platforms, devices and tools will favor VR to evolve from a more focused technological niche towards games and entertainment in relation to other sectors.

The use of VR in the management and marketing of products or tourist destinations has been studied from different perspectives, highlighting the wide range of possibilities that this technology supports (Huang, Backman, and Backman, 2010). For example, the use of VR has been evaluated to simulate real-life situations (Diemer, Alpers, Peperkorn, Shiban, and Mühlberger, 2015) as a substitute for real trips (Sussmann & Vanhegan, 2000), or how can the experience in museums and urban heritage be improved (Tom Dieck & Jung, 2018), or even in theme parks (Jung, Chung, & Leue, 2015). The environmental sustainability dimension of mass tourism has also been the object of study from the perspective of VR, bringing new realities to a more sustainable tourist consumption (Dewailly, 1999). With the interest arisen towards virtual Reality, several initiatives aimed at developing models of acceptance in the tourism sector are emerging (Huang et al., 2016), most of which are projected based on TAM models (Davis, 1989).

The next generation of tourist consumers born after 1995, are the so-called iGen, Gen Z or Centennials, those who integrate innumerable components of technology into every aspect of their lives. A native digital generation with a considerably lower resistance to change than others (Valerie, Musgrove, & Powers, 2017) and that claim to be served by companies and attracted by tourist destinations. In consequence, the main objective of this work is to validate a model of acceptance of virtual reality for promotional purposes, evaluating the changes that occur in the attitude towards the tourist destination envisioned with virtual reality amid the promising segment of consumers called Centennials.

LITERATURE REVIEW

In the academic field, the study of VR applied to tourism has generated interest since, from a business perspective and destination management, VR can contribute positively in different areas; in the implementation of marketing and promotion strategies, increasing the levels of efficiency in the sales and distribution areas (Huang et al., 2016), in the generation of additional income (Tromp, 2017), contributing, as well as, to sustainability and the preservation of heritage (Guttentag, 2010). The scientific literature also identifies the benefits that virtual reality can generate for the consumer, some of them have been highlighted by Tussyadiah et al. (2018), like, improved experiences (Bonetti et al., 2018), complete immersion and entertainment (Tromp, 2017), or image formation (Moorhouse et al., 2018). More recently, VR is being used for persuasive purposes in the promotion of tourism experiences and new destinations with which to convince tourists (Moorhouse et al., 2018).

As a consequence, the focus of this study aims attention at how the visualization of a destination through virtual reality evokes an experience close to reality, in which there is a modification of perpectives towards the visualized destiny. In this sense, the result of the previous visualization will produce a change, adjustment or reaffirmation in the image of the destination, hence, in the attitude toward a tourist destination. Variables such as t*he propensity towards personal innovation*, understood as the degree to which an individual feels comfortable and usually incorporates innovations in their daily activity, has been studied as a variable that precedes attitudes towards technology and towards the intention to use in the future (Jayasingh & Eze, 2010). Variables and attitudes are also addressed in the field of tourism (Chen & Chen, 2011). Therefore, an individual with higher levels of personal innovation is expected to have a stronger relationship between the attitude towards the use and the behavior's intention.Guo & Barnes (2011) suggest that intrinsic motivators, such as perceived enjoyment and general achievement, and extrinsic motivators, such as perceived value and performance expectations, can influence intentions and actual purchasing behavior. In particular, perceived enjoyment has been widely used in acceptance models contributing to the formation of attitudes towards a technology and towards use (Haugstvedt & Krogstie, 2012).

Performance expectancy is a concept similar to the perceived usefulness of a technology considered by the TAM models and it is suggested that the adoption of a technology is influenced by four factors: performance expectations, effort expectations, social influence and facilitating conditions (Venkatesh et al., 2003).

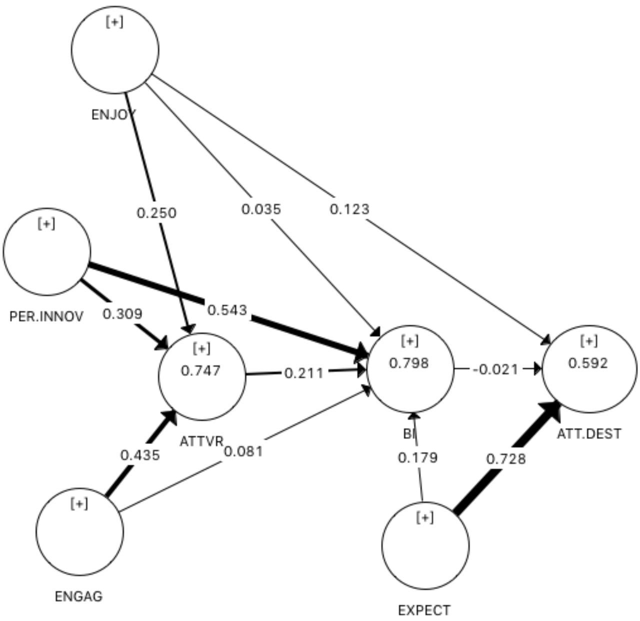
METHODOLOGY

A review of the literature was completed where the main scales incorporated in a questionnaire validated in two steps was selected. In the first phase, a prestest was made through a sample of online tourists who had previously used virtual reality. Once the validity and reliability of the scales used in the first phase were verified, a questionnaire was designed with the scales finally validated and the information was collected in a personal way among a study sample of potential tourists. The interviews were conducted in May 2018. The sample consisted of a total of 2600 people, with an average age of 22.33 years (Centennials born after 1995), of which 54.84% were women. Finally, in order to validate the proposed model, only a subsample of 889 people who declared that they had tried virtual reality at least once and experienced on one occasion the visualization of a tourist location or destination using VR was taken into account.

RESULTS

The measurement and structural model indicate a good fit of the data to the proposed model ($\chi 2$ (195) = 725,678, p = 0.00, TLI = 0.949, GFI = 0.957, RMSEA = 0.055). In general, the data provide reasonable support for the conceptual framework of the model. To evaluate the predictive power of the investigated model, emphasis is placed on the explained variance of the endogenous constructs (R2), as shown in Figure 1, where R2 values are between 0.589 and 0.788 indicating that the model has a high value predictive and ability to explain endogenous constructs. The results obtained are consistent with previous studies. Specifically, it was found that the best predictor of changes in attitude toward the tourist destination was performance expectancy (ß = 0.728), followed by Enjoyment (ß = 0.123). Regarding intention to use, the main predictor was personal innovativeness (ß = 0.543), followed by the attitude toward virtual reality (ß = 0.211) and performance expectancy (ß = 0.198, p <0.005). Whereas the variable attitude towards virtual reality was influenced by Engagement (ß10 = 0.435), followed by personal innovativeness (ß4 = 0.309) and Enjoyment (ß6 = 0.250). In general, the data provide reasonable support for the conceptual framework of the model. To evaluate the predictive power of the model investigated, emphasis is placed on the interpreted variance of the endogenous constructs (R2) that indicates the amount of variance in each construct that is explained by the model.

Figure 1. Final Model behavioral intention and attitude toward destination



CONCLUSION

The great development of RV for personal use in recent years offers great potential for the consumption of tourist content. Replicating and creating tourism experiences with VR will have a great impact on the tourism industry. In this study, a virtual reality acceptance model among young cenntenials was validated. The results show the role of propensity towards innovation on the part of the user, the attitude toward virtual reality and anticipated expectancy performance as main predictors of the use of virtual reality. While the main alterations in the attitude toward the destination are determined primarily by performance expectancy of the tool and by Enjoyment.

The results of this study supply the destination marketers, travel agents and other tourism providers with the validation that VR can be an effective marketing tool.

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Cyclotourist' s Points of Interest through Geo-positioned Tweets in Mallorca

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INTRODUCTION

The pervasiveness of mobile devices as well as the use of applications that provide geo-located data allow us to have a better understanding of the human behavior. With the intention of discovering the presence and movement of tourists, new methods and tools are being developed to explore the spatio-temporal data related to the user (Girardin, Calabrese, Fiore, Ratti, & Blat, 2008), being especially relevant in the tourism sector the development of algorithms and standardized methods to analyze the behavior of tourists (Shoval & Ahas, 2016). In particular, the main sources of data provided by tourists come from the UGC (users generated content) mainly in the form of text (comments and reviews of experiences in social networks) and photographs; data generated by devices such as GPS, mobile phones, radio frequency or near field chips (RFID and NFC), internet of things (IoT - Internet of Things); and transactional data sources, such as web searches, on-line reservations or means of payment (Li, Xu, Tang, Wang, & Li, 2018).

The following study makes use of UGC and GPS data. Specifically, the analysis of the communication that occurs through the mobile social media applications, such as twitter, which allows through the geo-located tweets to carry out studies on human mobility (Lenormand, Tugores, Colet, & Ramasco, 2014). Geolocalized tweets produce traces of the individual's daily activity allowing a projection of mobility patterns from the analysis of geographic coordinates (Girardin et al., 2008; Lenormand, Picornell, et al., 2014; Lenormand, Tugores, et al. ., 2014).

In this paper, we studied a database composed of 3,976,892 tweets, of which 11,597 were made by cyclist users from 2015 to 2017 and geo-located on the island of Mallorca (Spain). Our results present the interest and usefulness of the analysis of data from mobile social applications by the destination managers (DMOs) and by companies wishing to locate the most interesting POIs (point of interest) for sports activities, such as bicycle touring.

For the study, the geo-localiced messages analyzed come from the Balearic Islands and more specifically, Mallorca, thanks to its 1,869 km of roads recommended for cyclists, making the island a landmark destination for bicycle tourism (Consell de Mallorca, 2018). The destination has the proliferation of numerous international sports events with a large increase in participants in recent years (Federació de Ciclisme de les Illes Balears, 2018), which has led to the adaptation of more than 120 hotel establishments specializing in bicycle tourism that provide bicycle repair, maintenance, rental and restoration services during the stay (Ginard, 2017; Tamarit, 2017).

The paper is structured as follows. In the first section, the dataset is described, and the method identifies tweets in the main cycling routes and municipalities. In the second section, we present the results showing the most relevant POIs, as well as, the municipalities from which a greater number of tweets are issued. Finally, the main conclusions and implications of the study are described.

METHODOLOGY

The dataset incorporates general transmission data using the Twitter API (Twitter, 2018), specifically 3,976,892 tweets published between the years 2015-2017 geo-localized in the Balearic Islands. The analyzed sample contains the Tweet object that includes attributes like 'id', 'created_at' and 'text'; and secondary objects such as 'user_id' and 'place', as well as GPS coordinates (longitude and latitude). The analyzed data are publicly available as they come from open online sites such as Twitter (2018) and Google maps (2018). The data has been treated in an aggregated and anonymous manner, respecting local data protection laws. The maps from google have been made using the Bokeh library in Python using the Google API key to configure the underlying Google Map. Information of the most important cycling routes was obtained from the Cycle Routes Plan, a network formed by sixteen suggested routes with a length of 1,731.6km that connects the main population centers and their POI (Consell de Mallorca, 2018).

In pursuance of the identification of tweets particularly linked to bicycle touring, the text was filtered through the use of related keywords in six languages belonging to the nationalities of the main cyclists who come to the Balearic Islands (Tamarit, 2017). In particular, the keywords selected in Spanish were: *ciclismo, cicloturismo, bici, marcha cicloturista*; in english: *cycling, bicycle touring, cycle touring, bike, route, routes*; in catalan: *ciclisme, cicloturisme*; in german: *radfahr, fahrrad*; in Italian: *pista ciclabile*; in french: *cyclisme.* Additionally, the data was filtered through the use of keywords related to sporting events (mallorca312, ironman), cycling modalities (btt) and apps for cyclists (Strava, mapmy tracks, sports tracker, runtastic, wikiloc).

RESULTS

Ultimately, 11,597 geolocated tweets (latitude and longitude) belonging to 4,568 users were analyzed, representing 0.29% of the total data collected. 1996 tweets were obtained in 2015, 5341 in 2016 and 4260 in 2017.

Figure 1 shows a high concentration of tweets in the area of the bay of Palma (southwest), especially in Playa de Palma and El Arenal. As well as, in the town of Alcudia (northern zone), highlighting the beaches of Muro and Pollença as main emitters. These POI coincide geographically with the location of the main hotels adapted to cycle tourism, the specialized restaurants and the most important bicycle rental establishments. In Figure 1, a fluctuation of the number of tweets is observed depending on the month of the year, being the months of March, April and May where the number of tweets increases significantly, observing a drastic fall in the number of tweets during the months summer, and increasing again although to a lesser extent than in the months of spring in September and October, which confirms the deseasonalizing power of cycling and the attractiveness of the spring months due to its weather conditions for sports.

Figure 1. Number of tweets by creation date

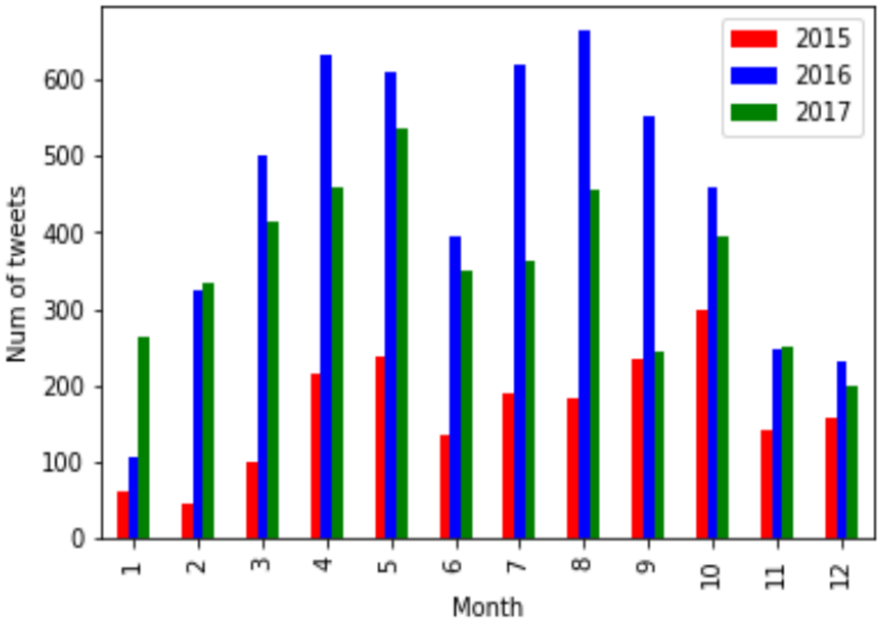
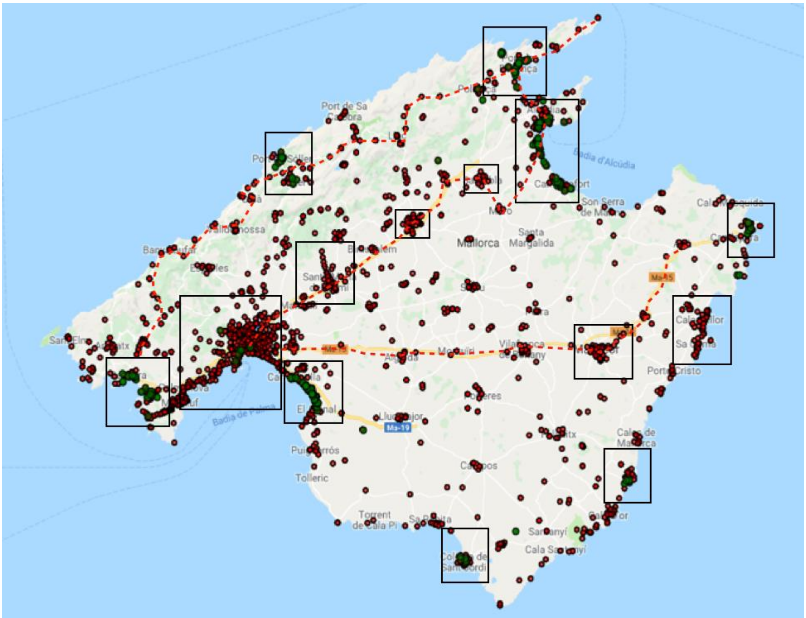


Figure 2 shows the POIs associated with cycling routes or mountain passes, highlighting the tweets made from the town of Escorca, highlighting the path of 'Sa Calobra' and the 'Serra de Tramunta', as well as the road Ma-10 that gives access to the municipality of Deià (northern ridge), recognized among cycling practitioners as roads with more stunning views by the sea. In the eastern part of the island peak the number of tweets made from the town of Manacor that coincide with 'the green route' (Manacor-Artà) and as well as a number of tweets raised from the villages of Betlem and Bonyany. In the interior localities, such as Inca and Petra, the POIs coincide with the main refreshment areas that include restaurants and bars.

Figure 2. Main emission points of geolocalized tweets (Network) and municipalities with the highest number of associated tweets (Green).



Source: own elaboration

An analysis of the content of the tweets using the "TextBlob" library in Python, makes it possible to highlight the locations that contain the greatest number of tweets. In Figure 2 it is observed that the areas from which more tweets are made by cyclists are the ports of Palma, Alcudia and Pollença (see Table 2), as well as POIs related to the beach, the sea or Sun. Particularly noteworthy are the tweets related to international sporting events such as Ironman Mallorca (Alcudia, Sa

Pobla, Inca, Lluc, Pollensa and Puerto Pollensa) and Mallorca312 that runs through the northern part of the island.

Table 2. Locations displayed on a larger number of tweets

Placement	Nº of tweets	%
Palma	3,388	29,2
Pollença	787	6,8
Alcudia	688	5,9
Calvià	597	5,1
Escorca	218	1,9
Llucmajor	216	1,9
Inca	185	1,6
Muro	185	1,6
Manacor	181	1,6
Soller	146	1,3

CONCLUSION

Understanding the spatial behavior of cyclists is key to an effective management. By analyzing Tweets in this study we investigated the penetration of Twitter in the field of cycling in the Balearic Islands. To do this, we extracted a database with geo-localized tweets that incorporate keywords related to cycling on the island of Mallorca. From these tweets and the analysis of their texts, different points of interest and routes are obtained from which cyclists are located when publishing their messages.

Amid the main results, we find a high dispersion of the data, although key points of interest are identified in the south and north of the island that coincide with the location of the main hotels specialized in bicycle touring, highlighting the areas bordering the sea and roads that cross the mountain areas that are particularly attractive for cyclists. In the interior of the Island, the places of refreshment or rest stand out. The analysis shows the presence of a greater number of messages during the spring months due to its climatological attractiveness, thus confirming the seasonally-oriented power of bicycle tourism.

Finally, we conclude that Twitter can be used as an approach to find POIs related to bicycle tourism in the island of Mallorca, enabling management agencies and interested companies to take advantage of this information to improve their services or offer less congested alternative routes.

Among the future investigations, we recommend the active listening of the messages during a longer period of time and analyze the tweets of start and end of the route which allow to observe the fluctuation of cyclists dynamically. Additionally, we propose to differentiate the points of interest according to sociodemographic characteristics of users such as gender, age or nationality.

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Strategic growth decisions in family firms: Evidence from the hotel industry

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INTRODUCTION

Prior research has attempted to understand whether the unique features and idiosyncrasies of family firms influence their strategic decision-making. This paper aims to explore the critical elements of family firms' decision making and their effect on growth. Using an in-depth case study approach, we analyse growth strategies in 6 multi-generational family firms within the hotel industry in the Balearic Islands region.

The chronological analysis of the milestones that marked the birth and evolution of these businesses are contextualized in the theoretical framework of the resources-based view of the firm. Drawing on the resource-based theory, we analyse the distinctive characteristics of family businesses, labelled as *familiness* (Habbershon and Williams, 1999) and study their effect on the growth strategy of these firms.

LITERATURE REVIEW

The resources-based view of the firm has been introduced as a way to explain the heterogeneity of the companies in terms of their endowment of resources and the processes by which this heterogeneity is not diluted over time (Rugman and Verbeke, 2002), and why this heterogeneous allocation is maintained or even accentuated, when what would be expected in a competitive context and in efficient markets is that companies tend to adopt best practices and it's not possible to obtain higher long-term rents (Mahoney and Pandian, 1992). Accordingly, it would be advisable to invest in the creation of resources and capabilities that *isolate* the company by providing the tools to build a strategy that is not accessible to its competitors. In this way, *imperfectly imitable* and *imperfectly substitutable* resources (Peteraf, 1993), act as *isolation mechanisms* (Rumelt, 1984) and limit competition, allowing to get higher incomes (Mahoney and Pandian, 1992; Peteraf, 1993).

In the context of family business, Habbershon and Williams (1999) raise the question of whether all family businesses have advantages over non-family businesses in any context. To solve this question, they study the relationship between the origin of the competitive advantage and the achievement of above-average returns. They explore, specifically, if some family businesses have their own sustainable advantages, as a result of their family nature, under certain competitive contexts, and if the maintenance of that advantage is influenced by the condition of family business.

Linking this to the resource-based view, Habershon et al. (2003) define *familiness* the set of resources and capabilities of a company that are the result of the interaction between three systems: (1) The company (which include the strategies and structures where wealth is generated). (2) Family (the unit that controls the company, with its own history, tradition, values...). (3) Individual family members (whether they are owners and/or managers, and use their particular interests, training, skills...). Habbershon and Williams (1999) point out that resources and capacities included within the term *familiness* are often the result of family history and, consequently, they are *imperfectly imitable*. They also consider that families operate through their own routines that constitute a capacity that is hardly visible and imitable from outside and that they classify within *causal ambiguity (Barney, 1991)*-when the relationship between the resources controlled by the company and the company's competitive advantage is not evident and it is not completely understood. Furthermore, the authors also suggest that informal decision-making system within families is difficult to replicate and fits into the concept of *social complexity*- when the origin of management capacity or influence of a company rests on socially complex phenomena.

Later works, such as Tokarczyk et al. (2007) develop these ideas and conclude that family businesses -due to their inherent characteristics and resources- are more inclined to generate a culture-oriented target market that lead to better results. In this vein, Hoffman et al. (2006) emphasize on the *family capital* starting with the concept of *social capital* (Coleman, 1988). The difference with non-family companies is that interpersonal relationships in the family system respond to stronger and longer lasting links. Arregle et al. (2007) argue that these closure limits are stronger in family businesses, which favors the creation of social capital while acting as an isolating mechanism.

With a similar perspective, Cabrera et al. (2001), focus their attention on the value of tacit knowledge as a great strategic value resource, and on the value that this resource reaches in the person of the founder, in order to further explore the special conditions in which this knowledge can be transmitted to a successor or heir. This relationship, generally between father and son, goes beyond a simple relationship in the workplace and is almost impossible to occur in a non-family business or with a non-family professional manager. Chrisman et al. (1998) emphasize integrity and commitment as key values or attributes in the choice of successor in the family business. Habbershon et al. (2003) value that unique intergenerational mentoring relationship in the family business, as well as the special links between the family and companies in the supply chain. Nemilentsev et al. (2010) highlight the role of social capital through the analysis of a family business case.

METHODOLOGY

We used a qualitative exploratory case study approach with purposive sampling to understand strategic growth decision-making in family firms (Eisenhardt, 1989; Nordqvist, Hall, & Melin, 2009). Case studies are appropriate for understanding behaviour within a particular context (such as family firms), as they provide a holistic view of the phenomenon under study (Yin, 2003). In fact, we follow recent calls to apply more qualitative approaches to family firm research (De Massis & Kotlar, 2014).

The sample comprised of six in-depth cases which involve 30 initial interviews that we are doing now. All the firms selected are hotel companies in the Balearic Islands. Interviews include family members active in the business, non-family executives, and board members of each firm. To triangulate the data, interviewers also gathered secondary data from websites, annual reports, company and industry reports and newspaper articles. The interviewers met frequently during the data-collection period to discuss recently conducted interviews fully, analyze the data and to plan for the follow-up interviews. We analyze our data to identify the theoretical categories (i.e., themes, first-order codes, and second-order codes) of features that influence the strategic decision-making of these firms.

RESULTS

In family firms, the history of the company and the family determine the resources acquired and the capacities built on them. These resources and capacities are imbricated in internal decision-making processes, values and culture of the company, as well as in the relationship networks with customers, suppliers and other collaborating companies. For family businesses, some of these resources and capacities depend on strong and lasting links and are subject to more powerful transmission mechanisms than those that may be in non-family businesses.

In this work in progress paper, we identify elements related to social capital, susceptible to be included within the concept of *familiness*, which provide these family businesses with tools to deal with advantageously to domestic competition and help them to undertake growth strategies nationally and internationally and some combinations of elements that favors success in terms of growth, internationalization and innovation.

CONCLUSION

Our study makes three primary contributions. First, we contribute to the literature on family firm by identifying how the idiosyncratic characteristics are associated with strategic decision-making in multi-generational family firms. Our focus on growth strategies highlights the importance of familiness in the survival and growth of the firm. Second, we advance literature on resource-based view by aligning its conceptual constructs with empirical realities (Colquitt & Zapata-Phelan, 2007). That is, our work represents an attempt to capture familiness resources empirically. In particular, our initial findings show that specific resources and capacities are imbricated in internal decision-making processes, values and culture of the company, as well as in the relationship networks with customers and suppliers. Thus, our study contributes to research by challenging the view of family firms as homogeneous enterprises (Chua, Chrisman, Steier, & Rau, 2012; Kraiczy, Hack, & Kellermanns, 2014). Third, we contribute to the family business literature, in general, by providing further insight into such firms' strategic behaviour. We draw upon resource-based view as a means to explain growth strategies in family firms and, therefore, shed light on their strategic behaviour. Practically, our findings also have important implications for the owners of both family and non-family firms in understanding firm strategic behaviour.

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The use of visual methods in tourism classes: The case of photo essay, cartoons and videography

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INTRODUCTION

Humankind is becoming increasingly image-based. According to Mirzoeff (2009), visual culture is everywhere: surrounding us all with still and moving images (e.g. computers, television, mobile phones, social media); and concurrently nowhere: all mediatized representations are mixed, where one *medium* becomes the content of another. The image itself might inform, elucidate, enlighten and, at the same time, the visual evolves in an "unsubstantial distraction from the real" (Mirzoeff, 2009). The image informs, elucidates, documents, and adds value and meaning to the phenomenon itself. Framed by a visual culture field (Mitchell, cited in Mirzoeff, 2009), visual methodologies in education have the potential to engage students in a process of self-reflection in an effort to change behaviours. According to Mitchell (2008), a range of tools in education might be used to engage participants in visual research (a drawing, simple point-and-shoot cameras, video cameras, and family photographs are some examples). Researchers have used photographs in studies of hospitality and tourism; however, little literature exists on the use of visual methods as teaching tools (Deale, 2012).

Therefore, this study aims to explore the benefits of image-based methodologies such as photo essay, tourism cartoons and videography in tourism educational environments. In this case, exploratory exercises were proposed to students from a Tourism Graduate Course at the Polytechnic Institute of Beja, within several subjects, such as Experiential Tourism, International Tourism and Professional Practice. A group of students participated in: (i) a field experience, involving reflective thought, critical dialogue and action (photo essay in an Experiential Tourism subject); (ii) a reflexivity exercise through the use of tourism cartoons from an International Tourism Cartoons Competition (International Tourism subject), and (iii) videography, analysing video data as an interpretative method (Professional Practice subject). It is believed that educational tools like this could provide sufficient stimulation to engage learners in knowledge discovery, and simultaneously develop new skills.

LITERATURE REVIEW

The use of visual methods thus emerges as a field of study, which Rose (2016) defines as "Visual Research Methods" (VRM), which is in an initial, but developing phase of qualitative research (Athelstan & Deller, 2013). The use of the visual medium for research was first proposed by Collie in the field of anthropology and social scientists started to realize that intervieews respond to photographs without hesitation (Hurworth, 2003). Traditionally, VRM comes from Visual Anthropology (Collier, 1967) and later from Visual Sociology (Harper, 2002). According to Rose (2016) all images have three potential sites of analysis: (i) the site of production, (ii) the site of the image itself, and (iii) the site of the audience. The researcher needs to define which site he/she aims to study and analyse. All three exploratory exercises undertaken with the students focus on the second mentioned site – the site of the image itself – aiming to extract information from images (still images from the photos and cartoons and dynamic images from the videos).

There are several methods and techniques that use visual data to obtain information (Rodrigues & Costa, 2017). Methods that are based on still images, such as photos, like Photo-Essay, Photo-Elicitation, Reflective Photography or PhotoVoice, just to mention a few; and methods based on dynamic images, such as videography. However, little literature exists on the use of visual methods as teaching tools (Deale, 2012). The goal here is simply to provide a sketch of the field and identify some important methodological illustrations.

With reference to Photo-Essay, this is strongly associated with Visual Anthropology due to the use of classic photographic essays (Lyon, 1971). It is considered as a participatory technique or visual strategy to obtain opinions, ways of thinking or feelings of the participant, based on a set of photographs collected, analyzed and commented on by the participant in conjunction with the researcher. This technique is used to analyze and understand phenomena in depth, mainly as a complement to other methods of collecting information, textual or visual, depending on the research objectives. Regarding Photo-Elicitation, sociologists Harper (2002) and Banks (2001) contributed greatly to the recognition of photo-elicitation as a visual method, which is based on the simple idea of applying and conducting an interview using photographs as a stimulus. In fact, photographs (more than words) evoke deeper elements of human consciousness. It is also worth mentioning Reflexive-Photography, which is considered also as a participatory and self-reflexive visual method or strategy to obtain participants' opinions, ways of thinking and feelings. This method is based on a set of photographs collected, analysed and commented on by the participant in conjunction with the researcher (Cahyanto, Pennington-Gray & Thapa, 2009). Finally, PhotoVoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique, based on the production of knowledge (Wang, 2006).

In recent decades, video analysis has emerged into a powerful new tool for qualitative research (Knoblauch & Schnettler, 2012). With the production of audiovisual data and their use by social scientists, Knoblauch (2012) states that "gradually a methodology is emerging that has come to be called succinctly 'video analysis'" (p. 251). According to Knoblauch, this methodology is expressed in the publication of a series of articles on video analysis and of several books (for more information see Heath, 2010 and Knoblauch *et al*., 2006). In the field of tourism, Dinhopl and Gretzel (2016) theoretically establish videography as a distinct way of recreating and representing tourist experiences and as a distinct technological mediator for tourist experiences. These authors introduce tourist videography as a distinct practice from tourist photography, starting to develop the foundation for a theory of tourist videography. Therefore, videography is in the process of "elaborating the common methodological orientation that may contribute in furthering the shared methodological orientation in this promising and rapidly growing field" (Knoblauch, 2012: 253). In terms of education, there are advantages in using video in education, as Salman Khan describes in 'Let's use video to reinvent education'. Allam (2006) states that the creative challenge of using moving images and sound to communicate a topic is indeed engaging and insightful. For Allam (2006) "A moving image can help the student to visualise a process or see how something works, moves, or performs. It provides access to external perspectives, different forms of visual knowledge that can be archived and used for future generations" (p. 8).

METHODOLOGY

This study specifically uses three visual-based exercises applied in tourism classes in three different subjects from the Tourism Graduate Course at the Polytechnic Institute of Beja, Portugal.

Exercise 1: Photo Essay (Experiential Tourism subject/2nd year)

This participatory technique was used in order to obtain opinions, ways of thinking and feelings from the students, based on a set of photographs collected, analyzed and commented on by them as participants in conjunction with the teacher. The goal was to take pictures that illustrated the student´s impressions of the positive and negative aspects that affect a tourist experience in a particular place chosen by that student. The photo was the generator of feelings and a way of extending opportunities for testimonies and experiences, providing new data for analysis. The idea was to generate self-reflection of specific concepts learned in this subject such as: destination, tourism experience, tourism system, tourist behavior and models of tourism experience, through a process of taking pictures and selecting them. A final photo essay was obtained of several pictures, each one responding to the following topics: (1) primary theme of focus of the photograph; (ii) what the photograph meant to them; (iii) what was the reason and opinion for taking that photo regarding what they had learned in this subject. The goals of the exercise were the following:

- Apply the theoretical and practical knowledge acquired in the subject of Experiential Tourism;
- Promote a process of reflection and selection of photographs to analyze, stimulating critical and reflective thinking;
- To promote an approach to visual data to students as a pedagogical and didactic instrument, highlighting its advantages for stimulating critical and reflexive thinking;
- Extend levels, perspectives and sensitivity of tourism; tourism experience, satisfaction, etc.;
- Foster a critical perspective, understanding and interpretation of images (photos) taken by the student himself with a given objective;

<u>Exercise 2: Reflexivity exercise through cartoons (International Tourism subject/3rd year)</u>

The exercise consists of the analysis of cartoons from an International Tourism Cartoons Competition organized in Turkey since 2007. Every year the theme is different representing worldwide circumstances. This year (2018) is the ninth edition with the theme “Travel Memories: *What is left behind – reflections on travel memories.* For more information see http://tourismcartoon.com/index.php. Pedagogically, the general goal was to embed students in tourism as a global phenomenon, with societal impacts at various levels; apply theoretical material taught during the semester; broaden knowledge and perspectives on tourism, allowing them to work the sense of openness based on the cartoons; develop the ability to contextualize tourism worldwide. The exercise was based on the following methodology: (1) explore the source of data (official website); (2) select the cartoons to be analyzed (selection of the visual *corpus*); (3) cartoon analysis (year, name of the cartoonist, reason for choosing, identify each pictorial element in the cartoon; (4) explain the message/action in the cartoon; (5) link the cartoon to the contents taught in this subject; (6) student’s opinion. This is an exercise that truly simulates reflexivity among students, stimulating their critical thinking about the world and society, an important skill for working in this industry. Figure 1 shows an example.

Figure 1: Brief analysis of a tourism cartoon from a tourism student: an example

<u>Exercise 3: Videography (Professional Practice subject/2nd year).</u>

Video data analysis is worked on as an interpretative method that promotes and engages students with reflexivity. In this particular case, one of the goals of this subject is to promote "soft skills" in students, such as cognitive flexibility, critical and global thinking and tolerance, engaging students in overcoming territorial barriers among humans. To this end, a collection of documentaries are watched and discussed in the classroom with the students. One example is a series of documentaries from Yann Arthus-Bertrand, a French photographer, journalist, reporter and environmentalist. Yann is especially well known for his book Earth from Above and his films Home and Human (for more information, see http://www.yannarthusbertrand.org/). Thus, the student needs to acknowledge how he/she integrates into his/her thoughts, attitudes and behaviours, a certain set of preconceived beliefs that are totally inadequate, first as a human being, and second as a tourism professional. It is like an act of mindfulness, promoting world awareness among the students. The video analysis and discussion in classroom of the documentary 'Human' served as inspiration for promoting reflexivity and critical thinking on this subject.

Figure 2: A picture from the documentary *Human* from 2015 by French environmentalist Yann Arthus-Bertrand, discusseed and analysed in classes

CONCLUSION

Employing visual-based methods within the classroom has the potential to make the classroom less secret and boring, potentially facilitating understanding of the topics, concepts and phenomena under study and the education process itself. In an educational context, visual-based methods such as the ones previously presented, encourage students to strengthen their use of critical thinking, cognitive flexibility, reflexivity and awareness about the world today. It is important to highlight that one of the significant aims of education is to produce students who are well informed, that should understand and filtrate ideas that are really significant, powerful and useful and that really change society for the better. Visual-based exercises are grounded on the promise that the pictorial element (e.g. photos, cartoons or videos) allows the visualization of the intangible dimensions of human activity, encouraging students to engage in classes more creatively and openly. This study advocates that this type of exercises promote and stimulate independent thinking, personal autonomy and reasoned judgment in thought and action, precisely what the tourism industry demands from professionals nowadays.

A discussion of emerging visual pedagogical methods and models will be undertaken in future work in order to demonstrate that teachers have access nowadays to a suite of tools which enable them to support greater learner choice, creativity, reflective thought and self-direction for students. The final goal is to explore visual methods as a suitable tool for tourism education, having visual methods, such as photo-elicitation, photovoice, reflective photography, photo essay or videography as pedagogical examples.

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Iran as a destination: A textual and pictorial analysis of heritage meanings

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INTRODUCTION

Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed towards experiencing the local customs, traditions, arts, history, sites, and culture that authentically represent a particular place. Historic and archaeological resources include museums, landmarks, state and federal historic sites, historic corridors, county courthouses, train depots, lighthouses, bridges, monuments, and properties or districts listed in the National Register of Historic Places. Iran is blessed with an abundance of breathtaking scenery and a multitude of historic environments for visitors to enjoy. According United Nations Educational, Scientific and Cultural Organization (2018), 22 world heritage sites were recorded in 2017. Twenty one of the list of world heritage sites belong to the cultural category and one of them is related to natural heritage.

Iran hosts one of the most diverse and richest compilations of cultural heritage found in contemporary societies today. Limited research has examined destination image and heritage applied to this country. Therefore, this study explores the tourists' meanings and perceptions of Iran as a heritage destination through their comments and photos, based on a mixed approach that combines textual and visual data. Grounded on the importance of cultural heritage tourism in Iran, the idea with this exploratory study is to extract tourists' meanings and perceptions about

Iranian heritage, with the starting point of five main cultural attractions in this country, according to Trip-Advisor. The reason for using Trip Advisor as source of information for this study is related to easy access to tourists' opinions and perceptions, through their posted reviews and photos.

For this purpose, a review of the literature on heritage tourism, destination image, and visual image was undertaken in order to better understand the main theoretical topics of the study.

LITERATURE REVIEW

Exactly what is heritage tourism? More than simply visiting historic sites, heritage tourism is a personal encounter with traditions, history, and culture. Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed towards experiencing the local customs, traditions, arts, history, sites, and culture that authentically represent a particular place. To the heritage tourist, this culture must be unique and it must be authentic. The heritage tourist wants to visit historic house museums, courthouses, battlefields, gardens, and lighthouses, along with revitalized historic waterfronts, downtown districts, and residential neighbourhoods. Furthermore, intangible cultural heritage is also considered as heritage tourism (e.g., Esfehani & Albrecht, 2018). As Timothy and Boyd (2006) indicates, heritage tourism "typically falls under the purview of cultural tourism (and vice versa), is one of the most notable and widespread types of tourism and is among the very oldest forms of travel" (p.1) and simply means 'the present-day use of the past' (Ashworth, 2003; Graham, Ashwort & Tunbridge, 2000). Despite the variety of definitions for heritage tourism, this definition includes both tangible and intangible heritage. Taking this aspect into consideration, puts heritage as one of the important sections of the industry in many parts of the world.

Regarding now another main topic of this study, destination image, an exploratory approach of image is needed since it is a concept that results from multiple contributions from several disciplines with different insights (Rodrigues, Correia & Kozak, 2011). One of the main issues of this study deals with the understanding that 'image' is a multifaceted construct whose nature is inextricably linked to other fields of knowledge. Therefore, it is interesting to conclude how multidisciplinarity seems to be rooted in the destination image construct (Gallarza, Saura & Garcia, 2002; Rodrigues et al., 2011). A review of the literature (Rodrigues, Correia & Kozak, 2012) reveals that although a substantial number of studies have been conducted over the last four decades, several authors still recognize a lack of conceptual framework around this construct (Echtner & Ritchie, 1991, 1993; Gartner, 1993). In fact, there is still no consensus on how to define it as a result of its ambiguity. As Pearce (1988) points out, "image is one of those terms that will not go away, a term with vague and shifting meanings" (p.162).

Moving now to the final topic of this study of visual image, the use of the visual element in qualitative research materialized in the so-called "visual movement"

(Heisley, 2001), with the roots of its application in the field of visual anthropology. Researchers today have a set of data at their disposal with visual support such as paintings, photographs, films, drawings, and diagrams, among others, allowing the introduction of new interpretive elements that enrich the analysis and understanding of its object of study. Image informs, elucidates, documents, and adds value and meaning to the phenomenon itself (Rodrigues & Costa, 2018). In terms of the use of qualitative data, textual and pictorial data started to be used in DI studies mainly in the 2000s, based on the imagery processing-theory (MacInnis & Price, 1987) as a new paradigm applied to consumer behavior. Feighey (2003) vigorously highlights the potential important contribution of visual-based research in tourism studies when he states that "the considerable theoretical and methodological space between researcher-found images and researcher-created images potentially offers tourism scholars opportunities to establish alternative approaches to vision and visuality in tourism" (p.77).

METHODOLOGY

Based on this and mainly because this is an exploratory approach, this study is based on the following research question: *What type of meanings and perceptions that might be involved in the image formation of Iran as a heritage destination by tourists could help develop a tourism brand for this country in the future?* This study is grounded on the assumption that a more integrated approach to data production and analysis might be a suitable option. Since visual data analysis has become a noteworthy approach in qualitative research in recent years, this study advocates that a visual approach can add value to textual data and analysis while considering the goals of the research (Rodrigues, 2017).

The territory of Iran hosts one of the most diverse and rich compilations of cultural heritage found in contemporary societies today. The Iranian Cultural Heritage, Handicraft and Tourism Organization's (ICHHTO) registry for immovable national heritage now includes 27,500 properties of significant cultural heritage around the country. Nevertheless, new discoveries of heritage, ranging from prehistoric (e.g. rock art), ancient, and medieval to the Islamic period are being constantly made or recognized. Consequently, research, documentation and conservation activity needs are ever increasing.

The method of content-analysis was based on procedure of other photo-based studies, specifically on Tuohino and Pitkanen's work (2004). Trip Advisor is a social media part of Expedia Inc. and operates a variety of consumer-facing, user-generated content websites. It is based on the idea that tourists trust other tourist's trips, ideas, perceptions, and opinions when planning their trips. The primary function is the collection and dissemination of user generated content - reviews, ratings, photos and videos - in a highly specific domain, namely travel (O´Conner, 2008). Tourist consumers can go onto the site and consult quantitative and qualitative feedback, textual and pictorial (mainly photos and videos), all posted by other tourists. Trip-Advisor was used for this exploratory study, mainly in the category "Top Things to Do" related to Iran (cf. https://www.tripadvisor.com/Attractions-g293998-Activities-Iran.html).

The five most important cultural attractions in Iran as a destination according to Trip-Advisor were selected (Persepolis, Isfahan Music Museum, Naqshe Jahan Square, Sheikh Lotfollah Mosque and Imam Reza Holy Shrine). In each attraction, 5 photos and 12 reviews (most recent) constitute the exploratory sample of this study. The data sampling for texts and photos follows a *selective* and *purposeful strategy* (Coyne, 1997). This was considered an appropriate source of data since the aim was to generate an exploratory sample of heritage meanings of Iran through visual analysis. A total of 25 photos (pictorial data) and 60 reviews (textual data) from the sampled social media website were collected and grouped by attraction.

RESULTS

The content analysis of text and pictures was conducted separately. Nevertheless, the results were complementary. The textual analysis is crucial to respond to the research question, and the results from visuals are considered to be supportive.

a) <u>Textual Findings</u>

The findings report the existence of five categories: Emotions", "Sensory Perceptions", "Intellectual Comprehension", "Active Participation" and "Memories", based on Tuohino and Pitkanen's work (2004). The definitions for each category adapted to the heritage realm in this case are the following: (i) *emotions:* all the first and instantaneous emotions that tourists feels when experiencing heritage; (ii) *sensory perceptions:* meanings which, in one way or another, could be seen as originating sensory input; these include aesthetic evaluation (sight) and heritage experiences (multiple senses); (iii) *intellectual comprehension:* meanings originating from a psychological or an intellectual interaction with heritage; coded attributes include qualities of the heritage, symbolic meanings attached to it as well as the psychological stimulation originating from a heritage experience; (iv) *active participation:* meaning was coded as a way to actively participate with the heritage because of its ability to engage an individual in a time-space relation*;* and (v) *memories:* from the different activities mentioned by the tourists which in some way were connected to a particular memory.

The final segments for all the 5 cultural attractions analyzed (passage of the texts) categorized in each category were undertaken (120 segments in the "Emotions" category; 87 segments in the "Sensory Perceptions" category; 52 segments in the "Intellectual Comprehension"; 25 segments in the "Active Participation" category; and 4 segments in the "Memories" category. For each category and framed by a more inductive approach, sub-categories were obtained. The category of emotions resulted in 24 sub-categories of emotions; the category of sensory perceptions resulted in 14 sub-categories; the category "Intellectual Comprehension" had 10 sub-categories; the category “Active Participation” include 4 sub-categories, and the final category “Memories” had 3 sub-categories.

b) Pictorial Findings

The results were similar to those of the text content analysis, which means that there is a coherence and similarity between textual and pictorial data. This means that visual stimuli corroborate the findings from textual analysis. The applied visual method obtained 34 motifs organized by type of attraction listed in Table 1.

Table 1: List of motifs/objects extracted from visual content analysis

Persepolis	**Isfahan Music Museum**
Ancient columns	The guide explaining the instruments
People in the middle of the heritage	Musicians giving a concert in the museum
Heritage pavement	Diversity of Persian traditional instruments
Sky, sun & clouds	An outside cafe and restaurant
Columns within the landscape	Live music performance in the museum
Monumental gateway to the city of PersepoliS	**Sheikh Lotfollah Mosque**
People in the middle of the site	Facade of the mosque with the Iranian style
Astonishingly slender columns	This mosque is in big and nice square
Remains of archaeological ruins	Very beautiful dome and ambient for visiting
Lengthy cohorts of sculpted warriors and guards	A unique site of Iranian art
Naqshe Jahan Square	Incredible art and architecture piece
Sky, Sun & Clouds	One of the best Islamic architectures
A huge square	**Imam Reza Holy Shrine**
Water mirror in the middle of the square	Really crowded in evening and night
Delightful gift bazaars with local handcraft	Huge square in the evening
The square is surrounded by notable buildings	People praying in a peaceful atmosphere
Overall architectural atmosphere	
The panoramic view of this square are beautiful	
The square has photogenic buildings on the perimeter	
Water and fountains in the middle of the square	
Staying on in the evening also provides good lighting opportunities	

CONCLUSION

The general objective of this study was to explore meanings and perceptions that might be involved in the image formation of Iran as a heritage destination by tourists that could help develop a brand in the future. A combined textual and pictorial analysis was applied aiming to achieve this goal in order to produce useful and important information for the process of creating a brand for Iran as a destination. In terms of heritage, it will be interesting to explore the main attributes of each cultural attraction and try to promote them more accurately, based on the USP (Unique Selling Proposition) of Iran.

In fact, this study highlights, in some way, the relevance of sensory perceptions as a way for creating a bond with the cultural heritage. This should be explored in the process of defining an image and a brand for Iran as a tourism destination. In fact, it seems to be an interesting idea for marketing purposes to reinforce the link between heritage in Iran and its effect on tourists' senses.

There were some inherent limitations to this study. Content analysis is exploratory and is based on subjective judgments to some extent. Despite the fact that 288 segments were coded in this study, the findings do not fully represent the meanings of tourists about heritage in Iran. At some point, these segments were sometimes too repetitive, containing a very similar text structure. Additionally, these samples of reviews and photos are not fully representative of all the tourists visiting heritage in Iran, but that was not the goal when using a qualitative approach. The purpose here was mainly to explore meanings and perceptions to further continue the study in the near future.

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Religious, secular, and post–secular travel motivations for pilgrimage tourism in Central Asia

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INTRODUCTION

Since getting independence from Soviet regime and 70 years of enforced secularization, the Central Asian states have been anticipating a revival of various religious traditions that has led to an increase in religiously and spiritually motivated travel to a wide range of sacred sites (both religious and nature power places) in the region. Travelling to sacred spaces undertaken for religious motives is viewed to be the oldest form of tourism (Jackowski and Smith, 1992). However, modern pilgrims are motivated by a mix of both pilgrimage and secular motives. The post-secular tourism views pilgrimage sites in a hybrid way as a combination of both - places that are neither explicitly secular nor sacred. The main aim of the current study is to explore religious, secular, and post-secular travel motivations and their impact on tourist satisfaction and destination loyalty for visiting sacred spaces in Central Asia.

LITERATURE REVIEW

Secularization of modern societies, science and rational thought were expected to result in the wane of religion. However, the resurgence of religions in public life, the bricolage of faith, de-secularisation (Berger, 1999), re-sacralisation (Taylor, 2007), and post-secularism (Habermas, 2006, 2008), happening in many countries in recent decades, demonstrate the return of religion in the contemporary world. Current religiosity has become individual, self-oriented, nonhierarchical (Rowe, 1999; Taylor, 1989), voluntary, multifaceted and merging a variety of religious faiths (Gallagher & Newton, 2009). With post-secular religiosity striving for continual becoming, rebirth and self-discovery (Nilsson, 2016), tourism becomes an arena where individuals can experience a sort of rebirth (Elsrud, 2004) and search for extraordinary, authentic, and pristine experiences. The growing interest in religious matters has resulted in pilgrimages of various forms and contexts (Albera & Eade, 2015) and the resurgence of tourist journeys to sacred places where "post-secular tourism (re)construct pilgrimage places in novel ways, neither sacral nor secular, but rather a hybrid or combination of both - spaces that are neither explicitly modern/secular nor traditional/sacred" (Nilsson & Tesfahuney, 2018, p. 172).

Motivation is one of the major determinants of the travelers' behavior. Among a substantial number of past studies on travel motivation, there are separate steams of research on motivations for religious, spiritual, cultural, heritage, and other types of tourism. Early studies, such as classical Durkheimian dichotomy of the sacred and the profane (Durkheim, 1965 [1915]) distinguished between pilgrims and tourists. Later, infinite sacred-secular combinations between the opposite sides of the continuum were acknowledged (Smith, 1992). The recent conceptual framework for spiritual tourism (Cheer, Belhassen & Kujawa, 2017) traverses the demarcation between secular (modern) and sacred (traditional) divides and proposes a continuum of spiritual tourism motivations with two drivers at distinct ends with an additional acknowledgement of hybrid motivations built on both religious and secular foundations. This framework is supported by Nilsson and Tesfahuney, who state that "post-secular tourism (re)construct pilgrimage places in novel ways, neither sacral nor secular, but rather a hybrid or combination of both - spaces that are neither explicitly modern/secular nor traditional/sacred" (Nilsson & Tesfahuney, 2018, p. 172).

Maximizing travel satisfaction and destination loyalty is crucial for a successful tourism destination management. As motivations to visits sacred spaces can include a mixed range of both pilgrimage and secular motives, the following hypotheses are stated for this study in the context of pilgrimage travel to sacred sites in Central Asia:

H1: Religious motives are related to satisfaction and destination loyalty of travelers to sacred places in Central Asia.

H2: Secular motives are related to satisfaction and destination loyalty of travelers to sacred places in Central Asia.

H3: Post-Secular motives are related to satisfaction and destination loyalty of travelers to sacred places in Central Asia.

As the context of Central Asia is specific in terms of multicultural environment and various religious traditions, the following hypothesis is aimed to differentiate groups of travelers by their motivations:

H2: Travelers vary in their motivations to travel to sacred places.

METHODOLOGY

The study uses sequential mixed methods research design, consisting of qualitative and quantitative approaches, to explore the motivations to visit sacred sites in Central Asia. At the first stage, the general descriptions of motivations are produced based on the analysis of qualitative interviews. At the second stage quantitative survey data is used to test the relationship of resulting motivation factors with tourist satisfaction and destination loyalty. Three sacred places were selected for data collection (Muslim, Christian, and nature power place). As the current paper is work-in-progress, the data collection is not completed yet. The initial interviews demonstrated that travelers have a range of motivations which can be grouped into traditional/religious, secular/historical, secular/nature, spiritual/self-discovery, post-secular/ wellness. The factor analysis will be applied to extract travel motivations. An analysis of variance will be applied to test hypothesized relationships between motivational factors and satisfaction and destination loyalty. Moreover, cluster analysis will be applied to identify specific groupings of respondent by their motivations.

CONCLUSION

This research fills the gap in the travel motivations to sacred spaces in the context of Central Asia. The study contributes to the acknowledgement of post-secular tourism. After completion of the study recommendations will provided regarding how to serve pilgrimage travelers differentiating religious, secular, and post-secular motivations. Besides, an understanding of motivations for sacred sites of different religious traditions will provide a basis for improvement of the destination management of the sites.

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Social media in the Spanish hospitality industry

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INTRODUCTION

In the last decade, new relationship marketing tools including social media emerged as a new way of interaction between hospitality companies and customers (Abdallah-Alalwan, et al., 2017). Nowadays data provided by users allow companies to identify their profiles, needs and behaviour, adapting marketing policies (Leung et al., 2013). However, despite the increased use of social media, many companies are still in an incipient stage when using these tools (Minazzi, 2014). Actually, the bulk of the companies have joined social media platforms, but only one quarter of them monitor their customers when talking about the company. In this study, we analyze the use of social media by the main Spanish hotel chains, getting deeper research insights.

LITERATURE REVIEW

In the hospitality industry, the emotional aspects of services are gaining relevance in driving perceptions and choices of customers. With this aim, social media are becoming key communication channels between hotels and customers (Faizal-Hashim & Abbood-Fadhil, 2017; Raab et al., 2016). Electronic relationship tools allow hotels to spread information on services and promotions, as well as to be constantly updated on the needs and wishes of customers (Rosman & Stuhura, 2013).

Social media are used by hotels to enhance their marketing experience, allowing visitors to search, organize, and share their traveling stories through blogs and microblogs, online communities, or media sharing sites, in a collaborative way (Abdallah-Alalwan et al., 2017; Leung et al., 2013). By interacting with visitors and reading their reviews, hotels have found a friendly tool to get in touch with customers. Attending their questions and complaints, help companies to build an important reputational capital (Phillips-Melancon & Dalakas, 2018). Given the widespread of applications, hotels develop their brand strategy through social networks too, in order to create customer relationships and brand loyalty (Medéia & Menezes, 2015). Social platforms also increase brand awareness of customers by involving connected users, what results in higher degrees of customer´s loyalty and satisfaction (Nisar & Whitehead, 2016).

Hotels provide clear benefits to users to ensure an active participation in the social community platforms. In response, customers share information, personal views and recommendations regarding their preferred brands and services (Choi et al., 2016). All these interactions impact significantly on the business performance of hotels, becoming a key tool for gaining reputation, attracting new visitors, and keeping previous ones (De Pelsmacker et al., 2018). In this way, hotelier social media communications increase loyalty (Medéia & Menezes, 2015; Nisar & Whitehead, 2016) and help to maintain revenues, improving the performance and image of businesses (De Pelsmacker et al., 2018). In the next section we analyze how the main hotel chains in Spain employ social media instruments to attract customers and increase their loyalty.

METHODOLOGY

The sample includes the ten first-ranked Spanish hotel chains in 2017 according to Hosteltur (2017) (see Table 1) and data were collected from websites of companies in January 2018.

Table 1. Top 10 Spanish hotel chains and its brands

	Group	Brands
1	Meliá Hotels International	Meliá Hotels & Resorts Gran Meliá Hotels & Resorts Me by Meliá Paradisus by Meliá Innside by Meliá Tryp Sol by Meliá Circle by Meliá
2	NH Hotel Group	NH Hotels NH Collection Hotels Hesperia Resorts nhow Hotels
3	Barceló Hotel Group	Barceló Hotels & Resorts Royal Hideaway Luxury Hotels & Resorts Occidental Hotels & Resorts

		Allegro Hotels
4	Riu Hotels & Resorts	RIU Classic Hotels RIU Plaza Hotels RIU Palace Hotels RIU Club Hotels
5	Iberostar Hotels & Resorts	Iberostar Hotels & Resorts
6	Eurostars Hotel Company	Eurostars Hotels
7	H10 Hotels	Ocean H10
8	Piñero Group	Luxury Bahia Principe Grand Bahia Principe Sunlight Bahia Principe Piñero Hoteles
9	Palladium Hotel Group	TRS Hotels Grand Palladium Hotels & Resorts Palladium Hotels Fiesta Hotels & Resorts Ushuaia unexpected hotels Hard Rock Hotels Ayre Hoteles Only You Hotels Palladium Boutique Hotels
10	BlueBay Group	BlueBay Hotels Le Royal Hotels & Resorts Blue Diamond BlueBay Hotels & Resorts Bellevue Hotels & Resorts Residéal BlueBay Spa BlueBay Gourmet

Source: Own elaboration

Table 2 indicates if hotel chains rely on social media tools for marketing purposes, and what are the most popular sites employed. In the two tails of the distribution, Piñero Group does not seem to use any social media tool, while H10 Hotels employs eight well-known social sites. In the middle, we find Iberostar Hotels & Resorts, Eurostars Hotel Company and BlueBay Group using seven social media tools, followed by Riu Hotels & Resorts with six tools, Barceló Hotel Group with five, and Meliá Hotels International and NH Hotel Group with three social media tools. The most popular tools for social media marketing of hotel chains appear to be Facebook, Twitter and Google+, and then Instagram, Pinterest, YouTube, LinkedIn, Flickr and Vimeo, in line with international evidence (Lee, 2018; Yeng & Tang, 2015).

Table 2. Social media tools employed by main Spanish Hotel chains

	Facebook	Twitter	Google+	Instagram	Pinterest	YouTube	LinkedIn	Flickr	Vimeo	Total
Meliá	1	1	1	0	0	0	0	0	0	3
NH	1	1	1	0	0	0	0	0	0	3
Barceló	1	1	1	1	1	0	0	0	0	5
Riu	1	1	1	1	1	1	0	0	0	6
Iberostar	1	1	1	1	1	1	1	0	0	7
Eurostars	1	1	1	1	1	1	1	0	0	7
H10	1	1	1	1	1	1	0	1	1	8
Piñero	0	0	0	0	0	0	0	0	0	0
Palladium	1	1	1	0	0	1	0	1	0	5
BlueBay	1	1	1	1	1	1	1	0	0	7
TOTAL	9	9	9	6	6	5	3	2	1	

Source: Own elaboration

Moreover, the sample was reduced to 7 hotel chains as only those had performed their own loyalty program (i.e., Piñero, Palladium Hotel and Bluebay groups do not have or show any information regarding loyalty programs). Then, it was analysed the presence and activity of brand pages of hotel chains in Facebook, as this is the social network site with larger activity all over the world (2.13 billion active users in 2017, 1.15 billion login through the smartphone according to Statista (2018)) and one of the preferred sites of hotel chains in the sample as previously seen. Data were collected directly and through the Fanpage Karma tool in January 2018.

RESULTS

Results show that the website of Meliá Hotels International links to the verified[1] Facebook brand page Meliá Hotels & Resorts, with 620.000 followers and a Page Performance Index (PPI)[2] of 3%. Other Facebook brand pages have been developed for the rest of the brands of the Meliá chain, although neither the logo nor the link were included in the website. In this way, Meliá Hotels International (95.000 followers), Gran Meliá Hotels & Resorts (310.000 followers), INNSIDE by Meliá (45.000 followers), Me by Meliá (371.000 followers), Paradisus by Meliá (254.000 followers), Sol Resorts (167.000 followers) and Tryp Hotels (78.000 followers)

[1] A brand page is verified when Facebook confirmed that it is an authentic page for the business or organization which represents.

[2] The Page Performance Index (PPI) is a combination of the engagement value and the growth of the fan page (increase of number of fans). It is an indicator for the overall strength of a Facebook fan page (Fanpage Karma, 2018).

have a verified page. Circle by Meliá, the last brand of Meliá Hotels International chain has presence through a non-verified page with only 134 followers.

NH Hotel Group presents a verified Facebook brand page (NH Hotels) with 205.000 followers and a PPI of 12%. The presence of other brands of the NH Hotels chain in the social network site was also identified. NH Collection, Hesperia Resorts and nhow Hotels have a brand page in Facebook, although there was no information in the website about that. NH Collection has its own website, but no information or logos about social network sites despite the availability of a Facebook brand page (NH Collection) with 43.000 followers. Through this brand page the chain promotes their hotels and services by using the hashtag #FeelTheExtraordinary, #Feelindulged o #FeelUnique. Regarding Hesperia Resorts, this brand does not have its own website, but a brand page with 3.900 followers. Finally, the brand nhow have a brand page but without any post. The number of Facebook followers is around 300, although there are no posts or photos.

The chain Barceló Hotel Group shows in the website the availability of a verified brand page (Barceló Hotels & Resorts) with 263.000 followers and a PPI of 5%. For two of the brands, the chain has developed brand pages in Facebook, although neither the logo nor the link were included on the website. Occidental Hotels & Resorts (43.000 followers) has a verified page, Allegro Hotels has a non-verified page (17.000 followers), but Royal Hideaway Luxury Hotels & Resorts does not have a brand page. None of these brands has its own website.

The website of Riu Hotels & Resorts connects users to a verified brand page. The number of followers is of 1.400.000, and the PPI is about 12%. None of its four brands has developed its own brand page, so this is the only one promoting the brand itself.

Iberostar Hotels & Resorts includes in the website a link to the verified brand page, named Iberostar Hotels & Resorts, with 565.000 Facebook followers and a PPI of 24%. As this chain has only one brand, there are no more related brand pages.

The website of Eurostars Hotels includes the link to the non-verified brand page, named Eurostarshotels, with 66.000 followers and a PPI of 3%. As this chain has only one brand, there are no more related brand pages.

Finally, H10 Hotels includes in the website the logo and link to its non-verified brand page in Facebook, with 117.000 followers and a PPI of 11%.

CONCLUSION

Some chains in the sample commercialize several brands (Meliá Hotels International, NH Hotel Group, Barceló Hotel Group, Riu Hotels & Resorts, H10 Hotels, Palladium Hotel Group, Piñero Group and BlueBay Group), while others focus on only one brand (Iberostar Hotels & Resorts, Eurostars Hotel Company). This reality results in different social media strategies by groups. Smaller chains, like Piñero

Group focus their social media strategy for specific brands (Bahía Príncipe and Piñero Hotels) or through the main whole chain website (Riu Hotels & Resorts). Bigger chains, however, like develop several sites for their main brands (Meliá, NH, and Barceló groups). In any case, the website analysis of main Spanish hotel chains show in 2018 that hospitality companies are still in their initial stages regarding the use of social media for the promotion of their relationship marketing activities. In what refers to the particular use of Facebook for relational purposes, differing patterns have also arised. A group of hotel chains include the information and posts only in Spanish or English, while other use both languages altogether. The number of followers ranges from 66,000 in the case of *Eurostarshotels* Facebook brand page, to 1,400,000 in the case of *Riu Hotels & Resorts,* despite being their only Facebook brand page for the whole chain. As a remarkable case, the chain *Meliá Hotels International,* the biggest group*,* shows a range of followers from 45,000 to 620,000 along its eight verified Facebook brand pages.

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Improving local benefits from tourism at ting cave, luang prabang, lao PDR

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INTRODUCTION

This paper compares and contrasts the change in the management structure for the celebrated Tham Ting, known as the Ting Cave in English, at the confluence of the Mekong and Ou Rivers in the Luang Prabang Province of Northern Lao PDR. This paper discusses the natural and cultural value of the cave as a tourist destination with potential to improve the economy of the local community. Prior to 2016 the management of this site was entrusted to the local communities who derived direct financial benefits. However, concerns by the provincial government over the quality of the maintenance led the Luang Prabang District to take over the management authority with a corresponding decline in involvement and benefits to the local communities. Research by this author reveals that this change has not appreciably improved the quality of the maintenance of the site, but has reduced the community benefits by 90%. This paper presents recommendations for greater community involvement in the management of the site in a manner that will actually improve the tourist experience and the integrity of the site while improving the local benefits.

PROBLEM STATEMENT

Previous research by Robert (Roberts, 2015) concludes that "inadequate safeguarding of heritage materials has allowed vandalism and looting of Buddhist shrines and material structures in the Tham Ting caves . . ." He bases this conclusion on a review of the record of efforts to conserve and restore the cave, which have been ongoing since 1992 (Egloff, 1998; Johnson, 1997; UNESCO, 2004) These efforts involved coordination among the Lao government, international specialists and the local community, with relations breaking down at times in disagreement over management and conservation methods (Egloff, 2003). Roberts reports that "The question of who should be responsible for regular maintenance of tourist-based infrastructure remains open" and that "revenue earned through tourism at the caves is not fully reimbursed to the local community or reinvested to maintain tourist facilities".

In light of these historic difficulties, the management of the cave was taken over by the Luang Prabang District office of the Provincial Government in 2016. This paper demonstrates that the shift from community to local government-based management has resulted in lower incomes for the local communities but has not improved the maintenance of the cave or the quality of the tourism experience. Research reveals that there are ways in which both community benefits and the tourism value of the cave can be improved. These can be complementary rather than competitive objectives.

In this paper, we will set forth the causes and consequences of the shift in the management of Ting Cave away from the local communities. With this understanding, we will then proceed to formulate recommendations for solutions to improve local benefits from tourism at Ting Cave.

METHODOLOGY

This paper applies qualitative research based on in-depth interviews with officials of the local government and members of the local community who are involved in tourism management of the Ting Cave. Interviews were conducted individually with:

- the director and vice director of Information, Culture and Tourism Department of Luang Prabang Province
- officials of the Department of Finance of Luang Prabang province
- officials of the Chomphet and Pak Ou District officers
- the head of Pak Ou village;
- local people who sell souvenirs along the road
- local officials in charge of managing the cave.

The purpose of interviews was to:

- gather perspectives on the current management by the local government, which has recently taken over the management from the local community,
- compare it to the previous management by the local community people, and
- gather ideas on how it could be improved for local benefits for local people.

Introduction to the Ting Cave as a Valuable Part of the National Patrimony of Lao PDR

The Ting Cave is one of the most popular tourist destinations in Lao PDR. The cave is located in in the Pak Ou District of Luang Prabang Province on the right bank or the river, at the confluence of the Mekong and Nam Ou Rivers, opposite the village of Pak Ou, which is 40 km from the capital of Luang Prabang. According to the Geological Survey of Lao PDR, the cave is a formation in a limestone layer that was submerged under the ocean for millions of years. The cave was carved by a subterranean river that emerged at the mouth. Today, it is a beautifully landscaped limestone hillside covered by forests in a setting framed by the banks of the Mekong and Nam Ou Rivers.

The Ting cave complex (Tham Ting) has two chambers connected through a crawl space. The: lower chamber is called Tham Lum (which means lower cave) and the upper chamber is called Tham Theung. More than 4,000 statutes of the Buddha have been placed in the Ting Cave as of the 1990s, representing the various positions and postures of the Buddha, such as standing, sitting or lying. These statues were set on top of a platform constructed of brick. Tham Theung (upper cave) contains a large stupa. It is believed that the upper cavern was the original place to practice the religious rituals and sacred ceremonies, which then moved to the lower cavern. (Egloff, 1998).

At the entrance to the upper cave is a wooden door engraved with a motif composed of 2 big balls and Buddha statues at the top. Inside the cave, about 54 meters deep, on the left side of the entrance, there is a Buddha statue made of wood and carved in a piece of wire. There are Buddha statues of many different sizes grouped on the walls and a new Buddha image made of silk colored concrete.

The cave has existed for hundreds of years as a shrine of great importance to the Buddhist tradition. It is a place for the local people to worship the Buddha as well as the foreign visitors. The visitations in 2013-2017 ranged from about 125,000-135,000 per year. Because the site is located near Luang Prabang it is convenient and accessible for visitors. Most domestic tourists visit the cave for religious ceremonies, especially during the Lao New Year festival. They also appreciate the cave for its long history with the former king of Luang Prabang (Khonsavanh, 2018).

While tourism activities in the vicinity of Luang Prabang are quite diverse, at the Ting Cave site itself provides few tourism activities as the local communities do not understand how to enhance local tourism potential or provide the necessary services. Therefore, tourists who visit the caves do not get to know the local communities and are unlikely to visit them the area for this purpose.

Prior to 2000, the district government managed the site directly for the main purpose of generating tourism revenue and conservation of the site. However, the government wanted to move to community based tourism. Therefore, by 2010, the management responsibility was given to the people in Pak Ou district, which provided jobs and income that generally improved living standards. The villages involved in the management included Khok, Moeng Kaew and Ban Houaykai Villages. The management functions performed by the local villagers included management of the site, its facilities, its security and its environment. However, in the view of the local officials, the management by the local people was not very effective or successful for reasons discussed below. Therefore, in the year 2016, the local government, specifically the Pak Ou District office, took back the management functions with resulting loss of livelihoods and incomes for the local people.

History of the Cave

The cave is carved from a karst formation and has strong archaeological, historical, cultural, biological, aesthetic and recreational significance (Urich, 2000). In prehistory time, human use caves for variety purposes such as using for habitation, hidden from the war and cultural practice as meditation and praying of Baddish teaching (Sayavongkhamdy, 2000).

The cave has been known for a long time. Its name may mean the "limestone cemetery" and the "Ting" may refer to the stalactites that have been forming for thousands of years on the ceiling. The first known occurrence of the name appears in the story of the battle to restore the Lao Lanxang Kingdom, when the troops of King Khun Lor encamped at the mouth of the Ou River by the Ting Cave. This was during the consolidation of the territories into the Far Ngum Kingdom in 1349-1353, before the conquering of Xiang Dong Xiang Thong (now known as Luang Prabang). Even at that time, the local people regarded the cave as a holy place of worship where Buddha images were placed.

Since before that time, the Ting Cave has been used for religious ceremonies. Over time, more than 3000 Buddha statues have been placed there, about 75% of these in the 18th century. Even today, more are placed every year at the New Year celebration. In Lao PDR, the earliest recorded dates for the use of caves by Buddhists in Luang Prabang region was during the 16th century, and the use of caves for religious purposes by Lao royalty, monks, and lay people was reported to continue around Luang Prabang over many years. The use of Ting cave in Buddhist religious practices, specifically, dates back to the 16th century, and, indeed, constitutes the oldest known use of caves by Buddhists in Lao PDR. Ting cave was used by the Luang Prabang royal family and for the extended lay practice of Buddhism in Luang Prabang. The cave is linked to the rituals and symbolic process of Buddhism and performed an important function for the incorporation of the royal patronage of Luang Prabang in coronation ceremonies, having been used for religious pilgrimage and in other uses by the royal family. The King of Luang Prabang is reported to have travelled regularly to Ting cave to perform ceremonies for public demonstration, an important ceremonial legitimization of the relationship between Buddhism and royal patronage in the old kingdom (Roberts, 2015) Evidence from Ting cave or Pak Ou cave indicate Buddhist cave use in this part of the Lao PDR from between the 16th and 21st centuries (Stuart-Fox, 1986).

From this ancient time, the cave has been well maintained, restored and preserved by the local monks, with some support from expatriates. More recently, in 1938, the monks and villagers of Pak Ou restored the Buddha images at the cave entrance. In 1954, Luang Prabang donated funds to build a wall in the lower cave and a walkway to its entrance. In 1962, an additional walking path was built with bricks and bamboo and the top cave was reinforced with steel. The restoration of the entrance and the resting area at the top cave in 1982-1986 was funded by the Australian Government. The cave was approved by the Government of Lao PDR as a formal tourist destination in 1987 according to Mr. Arochai Chaiyapat, Deputy Director of Ban Pak Ou, Director of Department of Economic Affairs (interviewed on 27 February 2018).

Some other interesting facts of the history of the cave came out of interviews of the local officials. Mr. Arochai Chaiyapat states that the cave was first used for religious rituals in ancient times by people who followed a “ghost religion”. After that time, King Xaiyathirath built a Buddha statue in the cave and it became regarded as “sacred”. As a result, it has been respected as a source of inspiration for local people who protected and did not destroy the objects deposited in the cave. For example, women about to give birth left statues to assure an easy birth; people placed objects for their safety during times of war; and visitors came bring good fortune to their wishes. It was believed that, if a person is able to lift a statue high above their forehead, they will have success in their endeavor. Mr. Sukraang Chanthavanhsay, of the Village of Pak Ou, explained that the small statue set up in front of the cave at the bottom is a replica of the Phouxi stupa on the high hill in Luang Prabang. So the observances of the people have been very diverse.

We also learn from interview of the local people about the ancient history depicted on the drawing on the ceiling of the cave. Some of these depict the ceremonies of the local people, the discovery of the cave by the French explorers, and even the recapture of the kingdom of Xaing Dong Xiangthong by King Fangum. The cave also served as a refuge during times of war. Thus, we learn from the oral history related by the local people that the cave has provided inspiration and hope for many people with diverse beliefs from ancient times up to modern times. This is a type of information known to the local people that would enrichen the tourism experience if it were provided as a routine part of the cave tour.

History of Tourism at Ting Cave

After the independence of Lao PDR in 1975 and the declaration of the New Economic Mechanism (NEM) in 1986, cave environments have been promoted as natural and cultural tourist destinations. The tourism promotion policies of Lao PDR aim to foster incomes and social development and poverty reduction in rural area. (Harison 2009, Kiernan). However, the cultural and historical value of caves has not been widely promoted by the Government. Only 10% of the total areas of caves is protected within 10 national biodiversity conservation areas (Kiernan, 2010), some by local communities who manage and use them for their economic and cultural value (Baird, 2011). Ting Cave, is among the caves whose environmental and cultural values are manages as tourists destinations and do provide some economic development (Manivong, 2011; Rogers, 2009). Other examples include the Vieng Xai caves in Huaphanh Province, and the Vang Vieng cave in Vientiane Province. Yet, there is still a lack of significant baseline data on natural and cultural heritage values that can serve as a foundation for their conservation management (Manivong, 2011). For instance, spiritual beliefs about caves in pre-Buddhist times in what is now the territory of Lao PDR have been recorded in historical reports but this information is not commonly reported more widely or used to enhance the tourist experience in these caves. Overall, such specific information about the use and meaning of caves by pre-Buddhist or non-Buddhist ethnic groups with animistic beliefs, while very limited, is rich in traditional beliefs including creation myths and ancestral legends. At Ting Cave, for instance, the Nam Ou River was believed to be the home of a river spirit (referred to as Phi) that was venerated by local people sometime around the 14th century, before the arrival of Buddhism. When Buddhism did arrive as the state religion, the cultures that worshiped 'Phi' were urged to join their beliefs with those of Buddhism (Egloff, 1998). As a result, such beliefs and practice are much less recognized today than those of Buddhists.

II. Characteristic of Tourism at Ting Cave: From Natural Site to Tourist Attraction

Mr. Sengchanh Vilapanya, Head of the Office of Information, Culture and Tourism of Pak Ou District (interviewed on May 2, 2018) confirmed that tourism at Ting Cave has popularized community based tourism for both domestic and foreign visitors. The number of visitation by tourists each year is estimated at average of 100,000 per year, based on collection of entrance fees of 2 billion kip per year at 20,000 kip per ticket. This is about 285 visitations per day, or an average of about 30 visitations per hour. Since the official opening of the Ting Cave for tourism, visitations have increased most years with only a few years of decline. The following statistics are presented for 2013-2017:

Year	Tourists	**Number (People)**
2013	Foreigner	84.324
	Lao	52.126
	Total	**136.450**
2014	Foreigner	81.562
	Lao	54.375
	Total	**135.937**
2015	Foreigner	101.231
	Lao	26.500
	Total	**127.731**
2016	Foreigner	103.800
	Lao	25.968

	Total	**129.768**
2017	Foreigner	108.016
	Lao	27.008
	Total	**135.024**

Source: Tourists visited Ting cave in 4 years, Pak Ou District Office

Ms. Dam, a resident of Pak Ou Village, and Ms. Tive a resident of Muang Village on 27 May 2018, confirm that community-based tourism has created incomes for local people, especially during the dry season and in the Lao New Year when tourism peaks. However, this income is not stable and declines sharply during the rainy season. Interviews show a high level of tourist satisfaction from the Ting Cave experience for both domestic and foreign tourists. However, tourism facilities and services in the area are still limited in number and type.

Moreover, the visitations are surely well below the “carrying capacity” of the cave (meaning the level that can be accommodated without overwhelming the ability to maintain the physical infrastructure and adequately supervise to prevent contact with the icons. We can conclude from this that the problems at Ting Cave are result of management dysfunctions rather than unsustainable volume of visitations.

- Main attractions/ activities of the tourism experience at Ting Cave

Local and regional tourists of the Buddhist tradition are drawn to the cave as a pilgrimage for revering the images and engaging in prayer, meditation and similar observances. For them, the images are sacred. For both these tourists and those from other cultural traditions, the quality of their experience depends on the integrity of the icons, the richness of the cultural tradition that they symbolize, and the role the caves have played in the history of the Lanxang Kingdom, which dates back 1200 years. These tourists may also be attracted by the practice of fortune telling inside the cave, which they may regard as either a serious cultural practice or a curiosity, depending on their background.

The scenery of the converging rivers is also much appreciated by visitors, as the site is exceptionally scenic. Traveling up the river from Luang Prabang to the shrine by boat is itself a wonderful experience even if the shrine were bit the destination.

- Potential for enhancing tourism experiences

Across the river from the cave is the village of Pak Ou. It produces and sells handicrafts at a modest level that could be substantially enhanced if there was sufficient tourist interest. One way to increase the visitation at the village is to encourage homestays for tourists at the local homes, with local meals provided and an opportunity to experience Basi ceremonies, almsgiving, and meditation practice, as well as guided tours to the temple. Such a package would be quite appealing for tourists and remunerative for the local community.

Other cultural practices that may attract tourists to the village are:

- Weaving handicraft, which could include all aspects including the processes of dyeing, spinning, and operation of the looms.
- Crafting of baskets from bamboo.
- Sculpting.
- Boat excursions up the Nam Ou.
- Sport fishing.
- Cooking traditional Lao style foods
- Botanical gardens
- Even the ancient art of fortune telling may be interesting for tourists. .

- **Main threats to the integrity of the statuary that must be addressed in the management regime**

The statues are fragile to the touch and also of a scale where looting and damage are real possibilities even with more than casual surveillance at the site. Even the practice of burning and candles and incense has the potential to damage the statuary unless closely supervised and actively cleaned up and maintained.

III. Comparison of the Management of Ting Cave by Local Community and Then by the Local Government

The Management of Ting Cave by Local Community

Many local people are interested in taking part in the tourism but only a few families actually receive formal approval from the local authorities to do so (interview of Mr. Ounkham Douangsathith, the chief of Khok Village,on February 28, 2018). Those who are involved are assigned to various services (interview of Mr. Thith Tuy, the chief of Ban Houaykor Village on 27 February 2018), the boat pie and the access roads which suffer damage every year from the heavy rains, and serving as security guards. These functions are necessary to assure the safety of the tourists. The field interviews also revealed that the people who participate in the tourism management would like to be more involved in planning the tourist services and not just follow the directions they receive from the local government officials. Other communities would also residents of the Chompet District, which borders the cave, would also like to be involved. This creates a certain amount of competition between these communities. (Interview of Mr. Seng Chan Vilapanya, Head of Information, Culture and Tourism Office of Pak Ou District, on March 2016).

Local people providing tourism services receive training from the Department of Information, Culture and Tourism of Luang Prabang Province. This includes training in inspection, recording and arranging the Buddha images in the cave, especially the new Buddha images were putting by domestic and foreign visitors especially is Thai tourists. Every year the local people who involved in the management of Ting cave must create additional Buddha images at a cost of around 8 million kip. After the training, the local people provide many services, including serving as security guards in the event that tourists wander around at night; cleaning, protecting and maintaining the shrine; and selling candles and incense for the tourists to offer at the cave. Mr. Sivavang Sayabut, the chief of Pak Ou Village, dated 2.03.2018 said that the participation of the local community in the management of the cave is based on the direction of the chief of the village who follows the instructions of the local government. These tasks include providing boat transport and selling the souvenirs and handicrafts to the tourists. Typically, families take turns year to year in performing these tasks. In general, based on the field research, the performance of these tasks has not been very satisfactory to the district officials. It is not unusual that the tasks including the transfer of funds to the local government are not performed on time.

To implement the socio-economic development policy for the rural poor, a percentage of the revenue from tourism at the cave is given to these local communities. All money collected is transferred to the Pak Ou's City Finance Office and then to the Department of Finance of Luang Prabang Province which provides an accounting each month and at the end of the year. The accounting keeps track of the total number of tickets sold to Lao citizens and to foreigners. The allocation to the local communities is set by a contract with the district government under which the government retains 70% of the revenue and 30% goes to the two local communities. But the contract guarantees that the share retained by the local government will be at least 2 billion kip per year. Thus, in years when the revenue declines, the local community may have to provide more than 70% to the district officials.

Deficiencies in the Management of Ting Cave

The fieldwork revealed many deficiencies in the management of Ting Cave that limit the tourism experience; but also suggest that many of these could be corrected by better arrangements between the district officials and the local communities. These include:

- Inadequate space for parking of the boats at the pier due to the frequent repairs to the pier;
- Poor condition of the access road
- Poor condition of the walkway access
- Lack of adequate seating for tourists along the walkway;
- Lack of facilities for trash deposit.
- Lack of posted information regarding the existence and meaning of the traditional practices to be overserved at the café, such as worshiping and fortune telling.
- Poor facilities for food and beverage

- Poor toilet facilities.
- Inappropriate location of the ticket booths
- Poor crowd control leading to congestion in key places.

The Management of Ting Cave by Local Government

Prior to 2016, Ting Cave was managed by people living in the nearby villages. At that time, these local people paid 70% of the income from the tourists to the local government, which amounted to about 2 billion kip per year. (Interview with the Head of Personal Office at the Finance Department of Luang Prabang Province on 24 July 2018). More recently, the management was taken back by the Pak Ou District office which receives the money directly. The local villages can apply to receive up to a total of 10% of the annual revenue by submitting a budget proposal every year. These funds to the local community are supposed to be used to develop other enterprises to make up for the loss of the tourism income.

According to the Vice Head of the Department of Information, Culture and Tourism of Luang Prabang Province, Mr. Khonsavanh Cherakha (interviewed on 22 July 2018), the reason the management of Ting Cave has been taken back by the Pak Ou District office is that the government official observed that the local people could not perform the management functions sufficiently. Specifically, the officials found that the local people did not perform well in taking care of the Buddha images which domestic and foreign tourists (like Thai people) bring to the cave every year.

RESULTS

The author made the following observations in the field tour:

- Local people are employed to clean and maintain the cave and statues, including picking up litter. This meets reasonable standards, but is not exceptional. Litter, in particular, is not collected diligently. They also serve as security guards and occasionally intervened to instruct tourists on proper conduct. They standby to provide services as requested. Notably, they do not serve as guides or docents. The one activity handled by the local people that generates revenue for them is the sale of incense, candles, flowers and other objects for the religious observances.
- The ticket sales and collection are by government employees, with local people involved only as observers. They staff the tables where flashlights are provided for a fee. It was not apparent that the government employees were supervising the tourists or the local staff in the discharge of their functions.
- The local officials do provide a share of the ticket sales to the local village (Pak Ou) amounting to more than 140 million kip per year, which is about 5 million kip per family. This is out of the 2.2 billion kip collected per year

on average. This is only about 5-7% of the revenue collected from the tourists.

- The caves were occasionally crowded when several tour boats would arrive at the same time.
- The author did not observe significant incidents of inappropriate behavior by tourists, although there were frequent incompatibilities between those wishing to pay respects to the Buddhist statuary and those jockeying for position to take photographs.
- As is typical for such small villages, underemployment is obvious, particularly for the youth. It is clear that the village has large potential to absorb increases in low-skill employment opportunities, as the level of education and job training is quite low.
- The people continue to exhibit a level of poverty that is not much improved. They engage in vending in small shops, fishing, backyard food cultivation, and cottage scale handicrafts and Buddhist artifacts for both local consumption and the tourist trade.
- It is not apparent that the proximity of the Buddhist caves as a major tourist attraction has markedly improved incomes or standard of living. In addition to the small number of local people employed at the cave, the only other employment generated by the cave itself is the transport of tourists from the village to the cave site by boat. This is for tourists that come to the village by car or tuk-tuk. The standard fee is 25,000 kip (about $3 USD).
- The potential for a larger role in the staffing of the cave for tourism for the local community is quite substantial. However, the integrity of the tourism assets—the statuary and the caves themselves--may best be served by entrusting the management and supervision to professional staff of the responsible government agencies at either the district, provincial or national levels.
- There is no apparent reason that all other staff functions associated with tourism at the caves cannot be entrusted to local hires if, but only if, they are properly trained and supervised.
- Training and supervision is not currently adequate and needs to be improved (see next section for recommendations in this regard).
- There is also large potential for the local community to benefit indirectly from the attraction of tourists to the cave by providing richer cultural experiences and food and lodging opportunities. See recommendations below.

CONCLUSION

There is large potential for improving the quality of the tourism experience at Ting Cave in ways that could also increase the participation by, and financial benefits to, the local communities. The first step the government should take is to define appropriate roles for the local residents in management and maintenance of the cave and then provide the training and supervision that would assure satisfactory performance.

- Guide and docent services: The local people have limited foreign language skills. But they could surely be trained to serve as guides and docents for the Lao-speaking tourists. This should include education in the Buddhist practices that these tourists can engage in so they can interpret the experience for the tourists by giving them detail explanation of the spiritual significance of the Buddhist statutes, their history and provenance and geophysical information about the cave and rivers at their confluence.

- For those local people who are already fluent in the most common languages of the tourists such as: English, Korean and Chinese, the docent opportunities are much larger. They could make their service available for a modest fee paid by the tourists. They could announce their services with a sign near the cave entrance. This would enhance the quality of the visitor's experience and serve to attract greater visitations. The training would have to be provided by extremely knowledgeable experts from the Department of Information Culture and Tourism (DICT) or perhaps academic experts paid by the DICT. - If this hypothesis is correct, the additional revenue from the increase in tourist visitation might pay for the cost of the docent trainings.

- The government can also create income producing opportunities for the tourists that are attracted to the caves that do not involve management of the caves: Examples include:

- Providing homestay lodging and food
- Sport fishing and other river based recreation such as kayaking trips
- Classes in cooking Lao traditional dishes,
- Local handicrafts such as weaving
- Providing excursion to local temples with meditation training
- Providing cultural experiences such as Lao traditional dance, music, Basi ceremony, local food and drinks (such as from the local Lau Lao distillery).

- In thinking about how to enhance the availability of lodging, such as homestay and higher quality restaurant services, one must be mindful that Luang Prabang, which is just two hours away, provide these amenities in much greater abundance already. Therefore, the plan should be for the local community to provide these amenities for just a single day for tourists who would like to linger right at the cave for longer than just a quick excursion from Luang Prabang.

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Security and sustainability in tourism trough adaptive schemes

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INTRODUCTION

Tourist arrivals usually contain elements of new and substantially significant differences from the familiar living environment, including what may represent a particular threat for travelers. The practice of international tourism shows that the increase in the number of tourists and the expansion of travel routes dramatically increases the need to create conditions for mastering the travel specifics and safety measures observance. This applies with great force to regions with a complex socio-political environment (Филипова & Станкова, 2016). Therefore, an important issue for the tourism industry is to focus on the treats to such trips and the objective threats to life and health of travelers. The aim is to clearly identify the dangers and threats to their lives and health by developing and using adaptive decision making models in conditions of uncertainty and risk.

LITERATURE REVIEW

Over the last few decades, there has been growing interest in the use of simulation models in tourism - primarily to support decision analysis and decision-making in uncertainty and risk. This trend is conditioned by the fact that, since 2001, the tourism industry has faced a challenge that has not been encountered so far, namely adapting to uncertainty. The periods of insecurity and instability are increasingly prolonging the need to find the right approaches to understanding the impact of different threats on geopolitics and the economy, and in particular on tourism, while developing the necessary tools to manage the resulting consequences.

The tourism industry is a complex set of organizations that create value for consumers and investors, and their functioning is not only affected by macroeconomic cycles and trends in consumer demand, but also has the opposite effect. For example, the cost of accommodation for tourists has a direct link with the GDP of the destination country in which they reside. Historically, in many regions there is a consistent pattern of recession. On the one hand, there may be a short-term slowdown in industry recession due to long-term earnings and pre-subscriptions but there is usually a slowdown in recovery as corporate clients and mass tourists remain cautious while economic recovery is ongoing. In the beginning, the increased price sensitivity caused a drop in demand, a drop in employment levels was registered, despite the tactical provision of a variety of discounts by hoteliers. The recovery process is accompanied by demand that is ahead of the sector, and it is difficult to react with price recovery to previous levels. As a result, the recession may leave tourism and, in particular, the hotel sector vulnerable to the further development of the situation and the emergence of secondary shocks, as in the case of North Africa after the Arab Spring (2010-2012).

In January 2010, North African destinations entered a period of recovery after the 2008 economic crisis, the so-called Arab Spring, however, plunged the region into the largest decline registered so far. During that period, the United States and Europe have also been hit hard by the global economic crisis. After 2010, hotel occupancy was stagnant. But if there as a movement on the US market in 2011 and occupancy levels trend projected recovery to pre-crisis levels (for 2012-2013) period, in Europe the slight upswing from 2011 was followed by a stagnation that continued in 2013 (European hotel performance results for '12, STR Global). The so-called economic downturns have so far been one of the most challenging threats, along with the terror attacks (STR Global) in the period 2015-2018, with a long-lasting effect on revenue and capital spending for the European region. By contrast, the impact of political threats is relatively isolated, especially for destinations with direct international transport links, which allows tourists to circumvent riots. However, political events, accompanied by political turmoil and demonstrations, have a bearing on the attitudes of travelers, although the effects are strongly dependent on the extent and manner of their coverage in news bulletins and information materials of the tour operator agencies. Deep decline in interest and occupancy levels may also be caused by pandemics such as SARS, swine flu and Ebola. However, their effects are mainly manifested in the affected regions, with their overall impact relatively limited.

The use of stochastic models is among the approaches to reporting the uncertainty of the business environment, risk, investment analysis, financial analysis and a number of other business analyses as well as tourism. There are many leading specialists on the subject, including Keynes (1921), Knight (1921), Haavelmo (1944), Friedman (1953), Ellsberg (1961), Mises (1962), Lawson (1985), Dequech (2000), (Dwyer, Gill & Seetaram) and many more. In some cases, however, the use of such approaches is criticized, mostly by those described as "economists outside the mainstream". Their main objection is that using stochastic models it is impossible to apply traditional deductive methods, and that human behavior is unpredictable, similar to natural phenomena, making it difficult to model.

In order to ignore methods' practical application drawbacks, to formalize uncertainty based on the probability-statistical approach and to draw proper conclusions, procedures and instrumental tools should be developed. Thus, tourist destinations management can avoid serious mistakes in decision-making and underestimating threats occurrence frequency. A good choice for this is hierarchy analysis methodology application proposed by Saaty and Cairns (1985), which decomposes curtain issue into a hierarchical structure based on which necessary complex decisions can be made.

METHODOLOGY

When making management decisions regarding and responding to threats and when predicting possible situations, responsible factors usually face a complex system of interrelated components (resources, desired outcomes or goals, individuals or groups of individuals, etc.) that requires analysis. It is logical that when one dives deeper in such complexity, one makes better forecasts and decisions. In this respect, the main research methods used in this research are the intuitive and systematic approach applied to hierarchical analysis modelling.

The theoretical basis for analyzing hierarchies was set by Saati in 1971 when he was involved with the contingency planning for the US Department of Defense. In 1972 he applied it to Cairo, where he conducted an analysis of the influences of the so-called a state of "neither peace nor war" on the economic, political and military status of Egypt. Saati's main conclusion was that by confronting various controlled or uncontrolled elements relating to a difficult situation, the human mind combines them into groups according to the distribution of certain properties between them. Thus, the model proposed by him allows the repetition of this process in such a way that a group or rather its generic properties are considered as elements of the next level of the system (Саати, 1993).

CONCEPTUALIZATION OF RESULTS

Hierarchy Analysis Methodology (Saaty & Kearns, 1985) is a systematic procedure for presenting a certain issue's elements in a hierarchical form. The beginning is defined by establishing the issue and its subsequent decomposition of even smaller components. Its essence lies in the decision maker ability to represent elements (as elements of destinations (Ivanova, 2017)) influence intensity in the hierarchy, based on a series of paired comparisons between the elements.

Looking at the tourism system, the positioning of the tourist destination stands out against major activities backdrop such as tour operator and agent, hotel and restaurant, and additional services provision. According to present study specifics, the construction of a hierarchy refers to ensuring greater sustainability of the tourist destination against natural and social threats. Assuming that their dimensions or characteristics are variable, one has to find an answer to how to measure the impact of this variability on the characteristics at another, higher level, and how their effects will be measured upwards to more a higher level of hierarchy, and so on.

A key point is the fact that for in a large portion of cases it usually appears that common characteristics (or characteristics that remain unchanged for long enough period) can be defined. This precisely is a conclusion that allows us to move on to the measurement and analysis of hierarchical influences, and then investigate the invariance of the results of hierarchical transformation in different ways.

Measurement results can be used to provide system stability (the tourist destination) or to build systems aimed at new targets, as well as (as priorities) for resource allocation to manage and limit natural and social threats (Figure 1.). Measurements here come from solutions based experience and understanding derived only from relative rather than absolute comparisons.

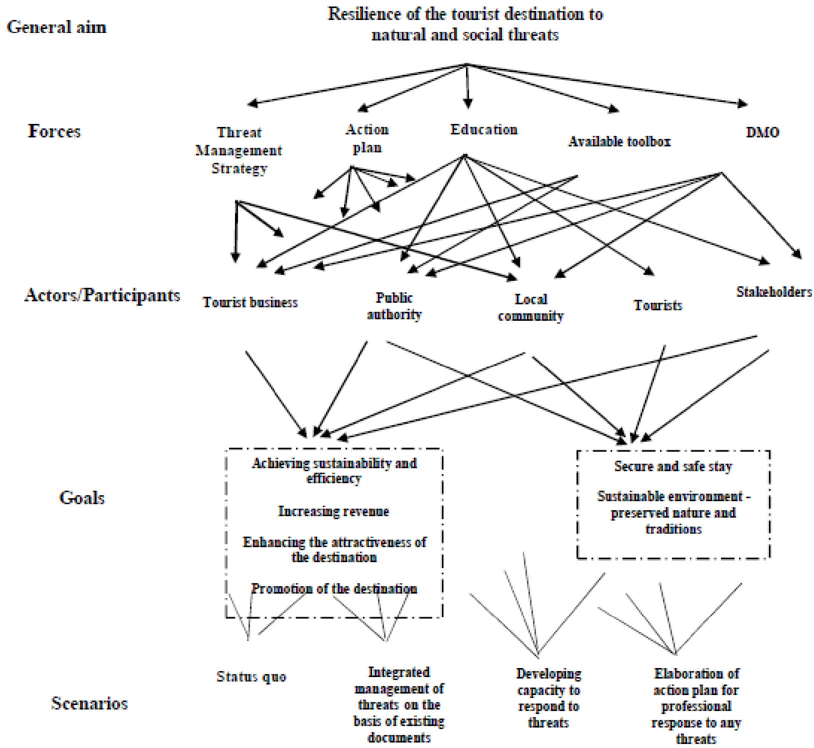

Figure 1. Hierarchy pattern applied to the tourist destination and management and limitation of natural and social threats.

Source: Станкова (2016), 105-109

The method can also be applied when collecting and summarizing experts' opinion on their risk intensity assessment regarding possible risk events. An appropriately selected expert group may be able to assess the risk events in terms of their occurrence possibility and negative impact. The method can also be applied when choosing alternatives action to manage and limit natural and social threats in particular circumstances.

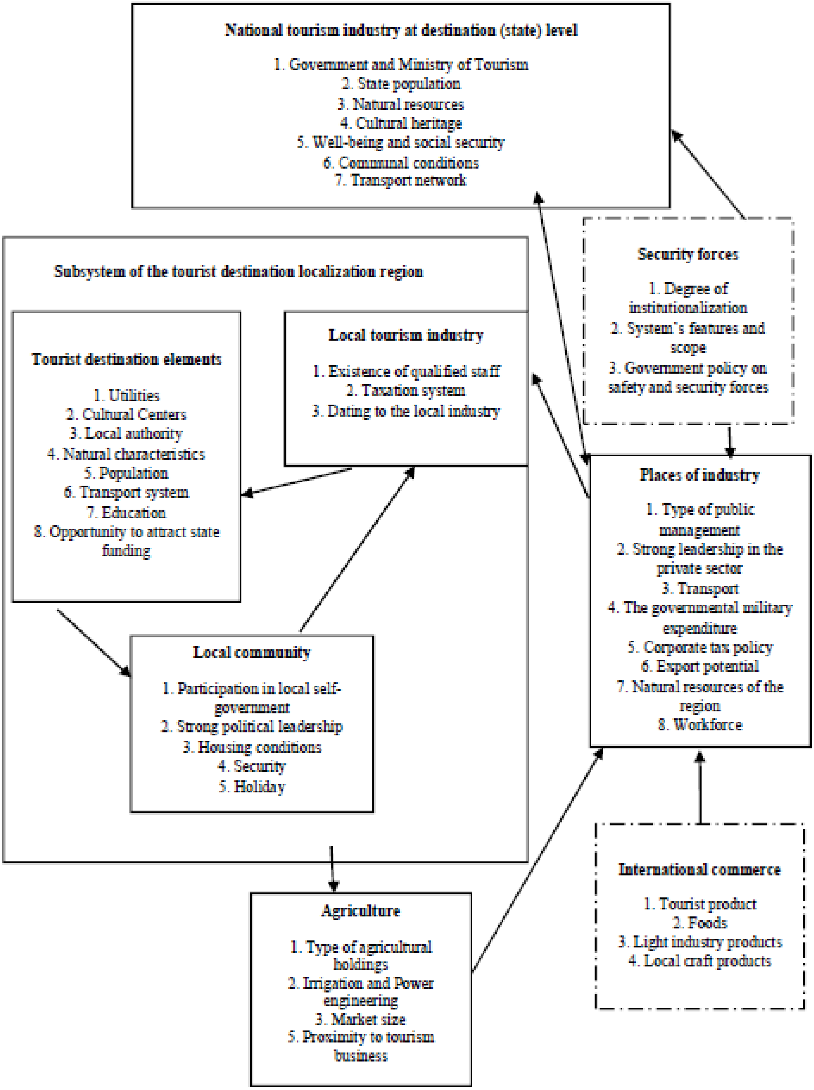

Figure 2. Analytical hierarchy algorithm applied to destination's management toward limitation of threats (on the example of Bulgaria)

Source: Станкова (2016), 105-109

CONCLUSION

Bearing in mind the conditions of complex global socio-economic relationships and endangered natural environment, tourist destinations face periodic threats that jeopardize their functioning or survival. Most of the time, they are provoked by human activity, which makes them difficult to forecast and predict and can't be avoided. However, destinations can invest in developing decision-making models during possible threats and strategies to mitigate their impacts as well as such for recovery. The proposed algorithm for Bulgaria will allow the linking of the separate sectors into a unified system to reflect projections of past events in the reactions of the affected counterparts in the event of a threat and to take measures to steadily limit future threats in the sharing of information and knowledge to coordinate actions.

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The research and drawn findings are presented to the attention of tourism authorities involved with security issues in tourism in Bulgaria.

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Wine tourism in Spain: The role of the wine routes

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INTRODUCTION

In this paper, we will start introducing definitions of wine tourism and wine tourist and characterising such concepts. After this, we present the concept of Wine Routes and explain their evolution in Europe. Later, we introduce the Spanish Wine Routes network and finally we present and analyse the most recent data of these wine routes. So that we obtain some basic data about the main characteristics of this tourism product, assess their impact and try to understand how the typical wine tourist that buys this product is.

WINE TOURISM

There are several definitions of Enotourism and many of them emphasize different issues. For example, Getz (2000) states that wine tourism can be simultaneously viewed: «a) as a form of consumer behaviour, b) as a developmental strategy that destinations adopt in order to utilize their distinct 'wine tourism terroir' and c) as a direct selling and educational opportunity for wineries.»

In many wine regions and tourist destinations, they have realized that the benefits of wine tourism generated by most wine tourists extend well beyond the door of the winery to virtually all areas of the regional economy and the urban areas. "Wine, food, tourism and the arts together represent the basic elements of the tourism product of wine and provide the lifestyle package that wine tourists aspire and seek to experience." (Carlsen, et al., 2006).

In Europe, the primary demand for food and wine trips represents 600,000 trips each year, secondary demand is estimated at 20 million trips per year and prospects are optimistic, with the expected growth for this segment of between 7% and 12% per year (Costa, 2012).

The wineries surveyed say that, on average, 19.5% of their income comes directly from wine tourism. In addition, although 78% of revenues come from wine sales, direct sales in the winery are the best outlet for these wine sales, which account for 32% of these transactions. 91% of the wineries surveyed stated that wine tourism is useful to help wineries survive in times of economic crisis. (Great Wine Capitals, 2011)

Wine Tourism in the European Union

RECEVIN is an association created in the year 2000 with the purpose of coordinating the efforts with the administration of the EU of a series of cities with important links with the wine sector. For this reason it has the support of most of the National Wine Associations present in the 11 member countries of the network (Germany, Austria, Bulgaria, Slovenia, Spain, France, Greece, Hungary, Italy, Portugal and Serbia), which have the support of almost 800 European cities.

A key moment in the European development of the wine industry took place when ACEVIN (Spanish Association of Wine Cities) together with the counterpart associations of France (RAVIVIN) and Italy (Città del Vino) participated in the VINTUR Project of the Community Initiative Interreg III C Southern area from mid 2003 to the end of 2005. The project, led by the City Council of Vilafranca del Penedès and RECEVIN, aimed to establish a common wine tourism strategy to all European cities and wine regions.

Wine tourism in Spain: Wine Routes

Spain has benefited from important geopolitical events in recent years, which has resulted in a notable growth of the tourism sector. In fact, in 2017 the previous figures of international visitors were surpassed reaching 82 million tourists with a growth of 8.9% in reference to the previous year. This places us as the second world destination due to the arrival of tourists behind France and, for the first time, ahead of the United States.

In fact, the estimates show a contribution of tourism to the national economy of € 172,900 million (including direct, indirect and induced effects), 5.7% more than in 2016 and represents 14.9% of GDP. In addition, the sector is responsible for 930,000 direct jobs and 2,938,000 total jobs, which represent respectively 4.9% and 15.1% of Spanish employment. Considering the expenses of tourists, the amount dedicated to spending on leisure activities amounted to € 104,900 million.

Specifically, Spain has been investing since the beginning of the new millennium in a tourism product of great importance for the development of wine tourism, the wine routes. In this context, the development of wine festivals and gastronomy have been appearing throughout this time in production areas (Tomás, Sánchez-Cañizares, & García, 2010).

The birth of this product in the countries of Southern Europe has been directly linked to the rural development policies of the European Union and the commitment of these countries to find new rural development policy instruments (Gatti & Incerti, 1997).

On the other hand, the experience in the countries of Northern Europe is much wider. The first German wine routes are around 80 years old and in France they started about 60 years ago. As I have said, the development in Southern Europe is much more recent and is part of a policy of revalorization of protected wine areas, the creation of new jobs and the increase of income for wineries (Gatti & Incerti, 1997).

How this phenomenon of wine tourism development has arisen does not have a homogeneous explanation. There are areas, such as Australia where the involvement of the authorities has been crucial. Also in the case of Spain, where in the absence of a private impulse the authorities have intervened promoting events and festivals, training the personnel that provide these services or facilitating the flow of information in companies and marketing strategies (Wargenau & Che, 2006).

If we consider a wine route as a programmed and structured itinerary to visit a wine area, it will combine great wine lovers with those who seek to enjoy the landscapes, the historical / cultural heritage and nature. The strategic objective of this tourism product is to convert the destination not only into a tourism promotion region but also to serve as a tool to improve the image and reputation of local wines (Marques & Santos, 2014).

The success of a wine route depends on factors such as human capital, innovation, advertising, size and management resources as well as taking into consideration the management of the winery's international presence, in this case with the objective of achieve or exceed the global standards defined for wine routes (Olmos, 2011).

According to the definition offered by the *Centre National des Resources du Turisme en Espace Rural*, the "wine route" is a marked itinerary, through a limited area (region, province, protected denomination) whose purpose is to discover the wine products in the area and the activities associated with those products. This discovery is carried out directly in the wineries (allowing the traveler to know the winemaker) and/or in the spaces organized specifically for these purposes (wine tasting spaces or wine museums).

The itinerary includes a series of stages including visit to the wineries (with or without tasting), discovery of the vineyard, visit to the museum or tasting center, etc.

Following the analysis of Gatti and Incerti, we can characterize a wine route as a cultural itinerary that plays its role in the global tourism strategy of an area. Like any other cultural itinerary, it must correspond to a real or imaginary "path" capable of showing, through local heritage, the elements that constitute the identity of the area. It is also the way by which the visitor can discover other elements that the area can offer visitors. It is therefore important to create a network of itineraries that intersect and complement each other so that the visitor has no reason to tire of an overly focused itinerary.

A brochure will always accompany the itinerary with a map showing the route and its different phases. This is more important than it seems since it is often what motivates the tourist. Wine routes can be developed either by public institutions related to tourism or by economic agents such as unions of wine producers, professional associations or other associations.

The 2004/2005 biennium were essential for ACEVIN with the realization of the Wine Routes of Spain project, a product endorsed by the General Secretariat of Tourism and integrated into Turespaña's promotion strategies.

Thus in 2004, the implementation of the product was carried out in eleven destinations, the first six (Jumilla, Mancha-Valdepeñas, Montilla-Moriles, Penedés, Rías Baixas and Utiel-Requena) and five new ones (Ycoden-Dautoe- Isora, Marco de Jérez, Ribera del Duero, Rioja Alavesa and Somontano).

Detailed analysis of the Wine Routes product

In 2005, the "certification" of the first Wine Routes was issued according to the Wine Routes of Spain brand. "Caminos del Vino" (La Mancha-Valdepeñas), Wine and Cava from Penedés, Rías Baixas, and the D.O. Utiel-Requena were the first to be certified.

Now 23 routes exist, as it reflects following list: Alicante, Arlanza, Bierzo Enoturismo, Bullas, Calatayud, Campo de Cariñena, Cigales, Empordà, Enoturisme Penedés, Garnacha – Campo de Borja, Jumilla, Lleida, Marco de Jerez, Montilla-Moriles, Navarra, Rías Baixas, Ribera del Duero, Ribera del Guadiana, Rioja Alavesa, Rioja Alta, Ronda, Rueda, Sierra de Francia, Somontano, Txakoli, Utiel-Requena and Yecla.

Most of the service providers are cellars (602), there are 376 accommodations and 308 restaurants. In addition, we can find many other serve providers such as thematic leisure outlets, museums and interpretation centres, wine bars, wine shops, etc.

We can check now the data on the evolution of the visitors to the wineries and museums on the routes and their evolution. Data shows a remarkable increase of 18,38% from 2016 to 2017 and a growth of 168%with negative figures.:

With the exception of a few years, the trend shown by the data is very positive, which is in line with the behaviour of tourist activity in Spain, which has broken records in 2017 as I have previously commented, and both arrivals from international tourists as well as internal tourism.

CONCLUSION

Wine Routes are a very useful tool to promote inland rural tourism. As inland rural areas usually have problems of depopulation and lack of reliable economic activities, such alternatives are very important.

This type of tourism can be framed within the *cultural tourism* that is a type of tourism associated with visitors of high purchasing power and with high average expenses.

The evolution of data on visitors and expenses in the case of the Spanish Wine Routes networks is very good so there are many reasons to be optimistic about the role of wine tourism as a mechanism to change the sun-and-beaches tourism model characteristic of Spain.

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Music tourism: Positioning analysis of the valencian community's musical tourist activity

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INTRODUCTION

The Valencian Community is a touristic territory of reference in the European Union and holds a positive national and international position in relation to music performances and organising music-based events.

For the first time, Valencian tourist management public organizations, such as the Agència Valenciana de Turisme, have chosen music tourism as a driver of international territorial repositioning for the Valencian Community in a pioneering public policy strategy in the European Union with the development of two brands: Mediterranew Music and Mediterranew Fest.

This research paper analyses the growing strength of the music tourism sector and its ability to boost the host territory's economy and employment opportunities when certain local conditions are met. We will see what those preconditions are, approaching the Valencian Community from the global music tourism context and exploring the first steps of a territorial strategy.

LITERATURE REVIEW

Within the framework of the new international division of labour, regions and cities in the European Union have focused their strategies on specialising in high added-value activities that are intensive in human capital, R&D and social capital, and on improving their global connectivity. Cultural and creative industries –the applied arts, the audio-visual and music sectors, communication and marketing, design and fashion, architecture and urbanism, experiential leisure– not only contribute directly to generating professional and business clusters capable of producing added value, but also add social and relational dynamism to territories, increasing its residential appeal among professionals and companies in many other strategic sectors (Florida et al., 2010). Geographic clustering takes place where complementary capabilities can thrive (Richardson, 1972). In turn, the provision of a well-planned system of connectivity and hospitality in cities, including their metropolitan areas, enables them to participate in the ever so important injection of income/capital and to benefit from the international reputation that tourism offers, which is nowadays constantly growing due to personal, professional and leisure reasons.

Nowadays, music has become the international language that most easily connects people to each other and it does so in a very emotional and memorable way (Rudd, 1997; Byrne, 2014). In addition, it concentrates its social and economic power in live performances, resulting in an increasing number of medium and long-distance trips for professionals and audiences (Oxford Economics [UK MUSIC] 2017; Don Dunstan Foundation, 2013; Asociación de Promotores Musicales [APM], 2018). Key territories in Western history such as Vienna, London or New York have entirely oriented their productive model by music or by a closely related leisure activity, as is the case of Austin, Nashville, Adelaide and Las Vegas or some of the younger and more successful major global cities, such as Toronto or Melbourne, which have all set the music industry and music tourism as the main driver for repositioning their local economy strategies. (Harper et al., 2013, University of Tasmania [Live Music Office] 2014; City of Adelaide, 2017; City of Melbourne, 2018; IFPI, 2016; Turisme Comunitat Valenciana, 2018)

Mature tourist destinations in the Mediterranean have seen in music tourism a repositioning potential from “sun and sand” to a more complex and higher territorial added value tourism model. (UNESCO, 2016)

METHODOLOGY

This research results from the collaboration between the Agencia Valenciana de Turisme, Música ProCV and the University of València to establish basic strategic lines for the positioning of the Valencian Music Tourism.

Research on this area is still scarce, but as cities and territories increase their interest in the music industry, tourism and clustering, more and more institutional reports -by international, national and local destinations and organizations- are being carried out.

The review of academic literature, institutional reports of destinations and international, national and local organizations, along with several qualitative in-depth semi-structured interviews with Valencian music industry professionals and government agents, has been the main methodological element.

RESULTS

While the music industry in the rest of the European Union was undergoing the worst period in its recent history, Spain added the negative differential of 21% VAT to live and recorded music from 2012 until its reversion to 10% in June of 2018. Given the horrible macroeconomic conditions in the country, with a dramatically high rate of unemployment -especially among the youth- and a loss in family purchasing power, spending on leisure and culture activities has been consequently reduced.

The relative weight loss of the industry, in general and especially when it comes to live music, has been dramatic. The severity of the shock is indisputable and leaves companies, professionals and administrations in a very bad position to embark on the challenge of positioning Spain as a musical territory.

The last decade has been devastating for the live performance sector in popular music. The number of concerts has fallen from 127 thousand to 88 thousand, which represents a relative fall of 30.6%.

The current 22.2 million figure of concert-goers represents a loss of 26.7% among the Spanish live music audience in just a decade.

To undertake a strategy of professionalization, this is not the best scenario.

In terms of revenue, festivals and major concerts have gone from accounting for 12.2% of the total in 2007 to 50.5% in the last year. A pattern of geographic concentration of live events has been detected, also in the case of Spain, with Madrid and Barcelona serving as the main host cities.

Nevertheless, the Valencian Community has proven to be the region with the highest concentration of large-scale festivals. Some cities and territories, especially in Andalusia and in non-metropolitan Valencian cities, have found in major musical events a channel to connect with music travellers and tourists. Another question is to what extent these large-scale events and concerts have or do not have anything to do with the local music scene or a possible local professional cluster.

Analysis of tourism in the Valencian Community within the Spanish case

In 2017, national demand represented 67.5% of trips and 49.4% of overnight stays. Of the total travel outings of Spaniards, 44.9% corresponded to weekend trips and 19.1% to summer holidays. The Valencian Community is the third tourist destination of Spain in number of travelers and overnight stays, considering both the national and international tourism, trailing behind Andalusia and Catalonia. In 2017, the number of international tourists who opted for the Valencian Community as their destination grew by 15.4%, achieving a new historical maximum. The number of trips by residents grew by 7.9%. The tourism sector represents in the Valencian Community 13.2% of the GDP and 14.4% of participation in employment (Agència Valenciana de Turisme, 2018).

The main segment is sun-and-beach tourism during the summer, which is associated with simple, relatively cheap and mature experiences that, with the exception of Benidorm, have barely attracted the talent of the regional society. Year-round cultural and leisure tourism is on the contrary a potential niche that needs more qualified companies and professionals and that can attract talent and capital from other sectors.

The Valencian Community as a potential host for music tourism

Despite the state of the music industry, the Valencian Community meets certain pre-conditions that can lead, through good planning and coordination among the agents involved, to position itself within the network of European musical territories and, therefore, to generate tourism- and music-related experiences.

From the information generated in the relational context of interviews with important public and private actors and within the context of several professional meetings with music industry professionals, we've been able to establish fairly robust conclusions about the existence of possible differences for and against the Valencian Community within the national framework in classical and popular live music. This recent professional activism is in itself unequivocal proof of the current interest in music by public and private relevant actors of Valencian society. The Valencian Community is in the right position to work on a tourism positioning strategy based in musical activity, summarized in the following four elements:

Figure 1. Current context of music tourism in the Valencian Community

1. Human and social capital through music bands	50% of Spanish musical associations are in the Valencian Region due to the popularity of classical music bands in this region. They are mostly volunteer-based but they gather 40,000 musicians in 547 musical associations and music schools, 60,000 students and 200,000 members. This fact conforms a unique social and educational project and are the main cultural agent of the Valencian Community. However, families don't consider music as a professional career in an appropriate way yet.
2. The restricted-yet-increasing popular music scene	The absence of indoor venues in the Valencian Community capable of accommodating more than 2,500 people has been a clear limit to any kind of strategy. However, in a context of extreme difficulties for popular music, some of the surviving operators have been able to initiate a process of articulation, such as the promoter association MúsicaProCV and both public brands Mediterranew Fest and Mediterranew Music. A 15,000-seater arena has recently been proposed by local businessman Juan Roig to the Valencian City Council. Operational in 2022, it will foster this clustering process.
3. Media impact of festivals and incipient articulation	The Valencian Region has become a leader in appealing to external operators for the production of international by-the-sea tourist-attracting musical events and festivals in the summer, such as FIB, Rototom and Arenal, among others.
4. Relevant business network	The growing business associationism in the musical field and in related fields manifest the ever-growing importance and need for professionalisation of the sector.

Source: Own elaboration

Through this first concretion of the current context, we have been able to develop a list of potential tourist attractions based on the musical activity of the Valencian Community, which can be used to reposition its musical activity. In addition, it is the leading tourist destinations themselves that have already developed a certain industry and musical activity -Benidorm, València, Benicàssim and, to a lesser extent, Llíria- above all through major festivals.

CONCLUSION

At this moment, the agents involved -public and private- are internalizing the possibility of developing strategic intelligence and cohesion between the musical and the tourist worlds to consolidate an activity that, until now, had been developed only through the market. We are in a stage of establishing synergies. The Generalitat Valenciana, the live music business and the University of València are laying the foundations of a joint roadmap.

Live music is an attraction for the repositioning of mature destinations when the right conditions are met, both cultural and -here comes the challenge- professional. The Valencian Community is in a position to invest firmly in music as an economic driver for dynamisation and employment.

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Analysis of the sustainability of the patios festival – Intangible heritage of humanity

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INTRODUCTION

Cordoba is a heritage city located in the south of Spain, has four recognitions by UNESCO as a World Heritage Site, of which three refer to the material heritage (The "Mosque" recognized in 1984, (Unesco, 1984) , the "Historic Center of the City" (Unesco, 1994), the "Archaeological Site of Medina Azahara" (2018)) and one that is intangible heritage ("the Festival of the Patios" (2012)). With this rich cultural heritage this city is a potential tourist destination, in the segment of cultural tourism. The "patio" as a material part of the house and social area of expansion in certain houses has been evolving from the Roman era to the present, becoming an element of tourist attraction since its inclusion of the "Festival Patios of Córdoba" (FPC) in the Representative List of Intangible Heritage of Humanity (LRPI), promoted by UNESCO, in December 2012 has been a milestone in the celebration of a popular holiday conditioned both by the habitat that welcomes it, the "patios houses" located in the historic center of Córdoba, as for the way of life of those who generate this celebration, the inhabitants of these patio houses. A way of life-habitus- closely linked, in turn, to said habitat.

The patio has generated a growing tourist interest awakened in both national and international markets. This fact implicitly carries with it a responsibility that affects both the organizer of the competition that has retained the Festival during the last eighty years, the town hall, and the generators of the cultural dynamics that make it possible, the inhabitants of patio houses. Currently, the Festival is subject to two tensions: the intense tourist activity that is generated during the days of its celebration in May, and the safeguarding and protection measures that aim to preserve and maintain the heritage resource so as not to exhaust, precisely, its interest tourist. The coordination of these two forces, apparently opposed, should be the objective of those who intend to assume the role of promoter of a

management plan of the FPC, since it is, precisely, the capacity of the site to develop a good management tool the aspect in the one that UNESCO puts more emphasis to maintain the inclusion of the good in the LRPI.
In this work we will focus on the Patios Festival and its sustainability from the point of view of the Offer, surveying the managers and owners thereof.

LITERATURE REVIEW

When approaching the bibliographic review of the research work related to the Patios Festival, we can make two subgroups, those that try to analyze the heritage as a tourist resource, where the bibliography is abundant and those that have had as main object of their study the "patio" in Córdoba, or the space, whether domestic or urban, which houses it, includes publications that include reviews of patios as a source of poetic inspiration (Salcedo, 1992); its appearance in the Spanish narrative (Ocaña, 1992); or its use as a scenic resource (Cruz, 1992). They also addressed the law and legal regulation of the use of the patio, itself and the community elements that it hosts, in the houses of neighbors (Palacios, 1992), as well as the patio analyzed from its botanical content as "plant decoration" from an architectural perspective (Escribano, 1956), or the "patio" from the "garden ontology" (Colmenarejo, 2010).

However, there is not much scientific literature that analyzes the patio as a tourist resource (Rodriguez, 2017) or the comparison between the patios of different places (Moreira & Galindo, 2015) and they are the authors (Millan et al., 2018; Santa Cruz & Lopez-Guzman, 2018) that analyze the Patios Festival, from the point of view of the demand, analyzing the profile of the tourists and their motivations, but there is little research that analyzes the offer of the tourism of patios, from the perspective of the owner or manager of the yard (Colmenarejo, 2015), this research being his main objective to analyze the sustainability of said Festival from the point of view of the offer.

METHODOLOGY

The Patios Festival of Cordoba, in the last edition (May 2018) has received half a million visits by 150,000 different people, that is, each person has visited on average three patios and a half, increasing with respect to the previous year, this increase in visitors has had a positive impact on the local economy since the declaration of the Festival of the Patios by Unesco, according to the study of Martin (2013) the income derived from the Patios Festival in 2013 was 4,055 million of euros which has meant an increase of 50.91% compared to 2012, there are no more recent studies in this regard to the economic impact of the Patios Festival.

Table 1: Route of the Patios comparative year 2016-2018

Patios in contest			
Route	**Nº de patios**		**Patios with access for the disabled**
	2016	**2018**	
Regina-Realejo	9	8	2 (22.2%)
Santa Marina-San Agustín	10	10	2 (20.0%)
San Lorenzo	8	9	1 (12.5%)
Santiago- San Pedro	8	7	4 (50.0%)
Juderia- San Francisco	7	8	0 (0.0%)
Alcazar Viejo	8	8	7 (87.5%)
Total Patios Concurso	50	50	16(32.0%)
Patios outside of contest			
Without specific route	13	12	5 (38.46%)
TOTAL PATIOS	63	62	21(33.3%)

* The values in% represent the proportion of patios with access for the disabled over the total value of each route.

Source: own elaboration based on information from the City Council of Córdoba.

Table 1 shows the different routes as well as the number of patios that participate in it, highlighting that only 32% of the courtyards that enter the competition have access to be able to be visited by the disabled, compared to 38.6% of those outside of competition, being the accessibility still a problem to be solved in this tourist festival.

To know the implication as well as the opinion of the tourist offer, which in this case is formed by the patios that are part of the contest and those that are out of competition, the stakeholders methodology has been used which is widely accepted as valid for its application in tourism and cultural management. Following the theory of stakeholders, the sample analyzed for the field work was formed by the managers or owners of 45 courtyards of the 50 (90%) who participated in the contest in the edition of 2018 and 4 courtyards out of competition of the 12 (33.33%), these interviews were conducted during the months of January-April 2018 through a questionnaire consisting of 24 questions grouped in 4 blocks (block A: loading capacity of the patio and continuity of the Fiesta de los Patios (number of tourists, opinion on the continuity of the patio, generational change in the care of the patio, etc ...), block B: questions about a certification in sustainability and price (price for visiting the patio, convenience of being in the patio certificate as sustainable, interpretation center of the courtyards, etc.) block C: questions about the current situation of the courtyards and sustainability (opinion about charging a fee to associations of hotels, opinion keep the patio open outside the contest, valuation about the management of the courtyards) block D: questions about the tourists that visit the courtyards, block E: questions about the marketing of the patios. The questionnaires were formed by 4 types of questions: open questions where the interviewee could give his opinion, questions tabulated on a Likert scale, numerical questions, and yes / no binary questions. With the aim of knowing the opinions and concerns of the managers or owners of the courtyards, key people for the proper development of the Fiesta de los Patios de Córdoba, because without them, such a party would be impossible.

RESULTS

The main results obtained show that the owners of the patios are the agents most involved in the Patios Festival and without them it would be impossible. More than 70% think that the continuity of teaching the patio and its conservation should fall on them and not be assumed by professionals because the essence of the patio would be lost. 20% of the respondents are thinking of not participating in subsequent editions if the number of tourists continues to increase, since the exceeds the capacity of the patio, it deteriorates. More than 80% of the respondents consider it positive to have a certificate indicating that their patio is sustainable, although the remaining 20% consider it is not necessary because they think that the tourist wants to know the traditional way of life of the patio and its maintenance, as well as the resident explaining their way of life. 40% of the respondents think that it would be necessary to charge entrance for seeing the patio, so that the work that is behind each patio is appreciated. More than 92% of the managers or owners of the patios value the management of public administrations as very bad in terms of the sustainability of the patios, and only 20% of the owners participate actively in the decision-making and planning of patios, it should be noted that 98% of court managers consider that the subsidy system needs to be changed to participate in the patios competition, having this value to reflect on the local authorities (City Council), as these owners would end the Patios Festival and we would lose an intangible recognition of Humanity.

CONCLUSION

The Patios Festival (FPC) has become a tourist attraction for the city of Cordoba, increasing every year the number of tourists, which has not been reflected in income (subsidies routes received by the promoters or managers of the patios for its conservation and maintenance).

In keeping with the studies of Millan et al, (2018) and González and Lopez-Guzman, (2016), the main actors of the patios decide to show the courtyard by tradition and why they consider it an intangible value, which indicates that this festival (FPC) must have a symbiotic relationship between its economic value (mainly due to the tourism it attracts) and its heritage value of collective feeling of belonging in the local community that recreates it.

The managers of the Patios consider that this party can not be sustainable if it increases the number of visits, because some patios are small and the load capacity is scarce for the number of visits they receive during the days of the festival, not wishing in next editions participate. The Patios Festival in Cordoba is in danger due to the tensions between owners / managers of patios and the city council and commercial organizations that benefit via income from the Patios Festival, with the owners being the most affected, if the subsidy system does not change and these do not receive more help may in the future the Patios Festival is a faint memory of Mention of Intangible Heritage of Humanity that was lost due to lack of coordination and lack of protection of the real protagonist the owner or manager of the Patio.

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Doctor of Philosophy

Analysis of Persuasive Communication Process on Online Hotel Review Platforms through Examination of Attitudes and Persuasive Cues

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ABSTRACT

Development and influence of Information and Communication Technologies on tourism sector are considered as one of the most popular research areas in tourism (Buhalis & Law, 2008). With the introduction of Web 2.0 and social media significant changes were brought to the sector and investigated from both customers and suppliers perspectives (Leung et.al 2013). When it comes to research on User-Generated-Content, use and generation of travel reviews are seen as one of the most popular activities on social media (Gretzel et. al., 2007) and the influence of online reviews on both suppliers and review readers is being intensively researched in tourism literature. Online hotel review platforms provide the context and opportunity for its users to express themselves in terms of experiences they had with the hotel property, which can potentially change someone's mind and thus it may be regarded as persuasive environment (Baumeister & Finkel, 2010). Considering the effects of online reviews on tourist behavior, it is understandable why online reviews are considered as a potential persuasive tool. Attitude expressions or "psychological tendencies expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly & Chaiken, 1993, p.1) in online reviews, based on personal experience, have the power to persuade future customers, as well as tourism and hospitality suppliers. In examination of attitudes one should

analyze their structure, which according to Beckler (1984) can be cognitively, emotionally and behaviorally based, as well as their characteristics and functions.

One of the most significant theoretical frameworks on persuasive communication, Yale approach, was introduced by Hovland et al. (1953) after series of studies on Second World War's propaganda and it defined factors, processes and outcomes of this type of communication. The biggest strength of persuasive communication lies in the power to stimulate cognitive thinking among audience and induce attitude change. According to Hovland et.al (1953) there are three factors of persuasive communication that affect attitude change: 1) source of the communication (communicator) 2) message being transmitted to the message receiver and 3) message receiver (audience). Throughout the years, the effect of each of these factors was tested with result showing different effects of these variables. Therefore, Petty and Cacioppo (1986) introduced a comprehensive Elaboration-Likelihood-Model (ELM) which emphasized two routes of persuasion: central and peripheral route. First type of persuasion is the one resulting from carefully processing the information presented in the persuasive message and it is regarded as central route. On the other hand, peripheral route refers to type of persuasion where there is no necessity for thoughtful consideration of information but on processing of simple cues that can cause attitude change in some extent. Which one of these routes will be activated depends on the motivation and ability to process issue-relevant information in the message. According to Teng et. al (2014), ELM is considered as a suitable model for processing persuasive messages on social media.

What is absent in the current literature on persuasion regarding online hotel reviews is a more comprehensive look on persuasive communication occurring in the online travel review websites. By reading the online reviews and perceiving similarity with the attitudes expressed in these reviews customer may experience congruence in attitudes. The appropriate management responses, that addressed the nature of attitudes expressed in reviews, may also affect those of non-customers when it comes to purchasing decisions or perception of hotel's corporate reputation. The key for the successful persuasive message from hotel management side is to define the proper cues that will trigger central or peripheral information processing, resulting in desired attitude change. Considering that ELM theory is the information processing theory, most of the studies were using experimental or survey research designs to assess the effectiveness of different central and peripheral cues. However only some of the cues were being used as variables and these were derived from previous marketing studies while in the current study researcher attempts to derive list of potential central and peripheral cues in the management responses to online hotel reviews.

Following the basic theoretical foundation found in the literature, the main goal of this study was to analyze the communication occurring on online hotel review platforms from social psychological perspective through understanding the structure, characteristics and functions of the attitudes expressed in guests' reviews. In addition, by in-depth examination of persuasive communication occurring on these platforms, it aims to identify how persuasive messages should be defined by the hotel representatives responsible of answering to these reviews. According to the purpose of this study, following research questions were derived: What are the characteristics of communication on online hotel review web platforms? Which attitude components are present in both positive and negative online reviews posted on hotel review websites and how are they expressed? What are the characteristics and functions of these attitudes? Which of the potential central or peripheral cues may be found in the hotel management responses to hotel reviews?

In order to answer these questions researcher followed qualitative study approach through multiple explanatory case study design (Yin, 2003). Data were collected through four stages with several data collection methods used: document analysis of online available material for online review platform users, participant observation in the consultant company involved in responding to online reviews, online netnographic observation (Kozinets, 2010) of online review platforms, document analysis of reviews collected from three platforms for three hotels from different hotel chains and one-on-one interviews with stakeholders interested in hotel review management. Directed qualitative content analysis proposed by Hsieh and Shannon (2005) and Schreier (2014) was being conducted on the obtained data set. Directed content analysis was considered useful in the current study as it is type of the analysis that corresponds to the studies interested in validating or extending the existing theoretical and conceptual frameworks in the interested scientific field. During process of creating coding scheme, main categories were concept-driven based on the theoretical frameworks of persuasive communication, attitude and persuasive cues while data-driven approach was used to derive the relevant sub-categories for better explanation and understanding of main categories (Schreier, 2014).

Results of the current study show that factors of persuasive communication according to Yale model (Hovland et.al, 1953) were clearly defined and presented in the model of persuasive communication in the Figure 1. According to this model, communicator in the context of online review platforms is the platform itself, with hotel users and review writers considered to be important elements of the persuasive power of platform as communication source. In addition, characteristics of the source of persuasive communication such as credibility, authority and attractiveness are also evident in the current study. All the content in textual form such as reviews as well as videos or photos are considered as a message factor in the communication occurring on the review platforms while hotel management and review readers are seen as the audience factor in the regarding context. All of these three main factors are further explained through sub-categories derived during the analysis process.

Results also showed that attitudes expressed in online hotel reviews can be cognitively, affectively and behaviorally based, which corresponds with the related literature. More in-depth explanation of these three main categories of attitude structure is provided through derivation of sub-categories list for each of the attitude components. Attitudes in online hotel reviews are found to be of the following characteristics: explicit, specific, general, strong or ambivalent. In addition, results showed that attitudes in hotel reviews are of certain functions, which may vary in the level of significance for the person that holds them.

What was not previously clearly presented in the tourism literature is the description of context in which review responses are being generated. Current study shows that it is of great importance for hotel managers, responsible of conceptualizing online review responses, to successfully manage transition between offline and online hotel experiences, to define strategic and systematic approach to review response management, appoint the appropriate personnel to manage this process as well as to be aware of the persuasive potential of platform cues. Following the basic theoretical assumptions of ELM, current study emphasized necessity to conceptualize message so that it contains persuasive cues with potential to induce the desired direction of information processing. Therefore, lists of central and peripheral cues that should be found in the hotel management's review responses were derived.

In summary, the results of this study are considered to provide an important contribution to understanding the features of persuasive communication occurring on online review platforms, the structure, characteristics and functions of attitudes expressed in online reviews as well as central and peripheral cues that may be found in management responses to these reviews. Current study proves the necessity for hotel management to define its presence and visibility on review platforms, considering their persuasive potential, in-depth analysis of guest reviews, in terms of analyzing structure, characteristics and functions of attitudes expressed in these, as well as more systematic approach in conceptualizing review responses that will include appropriate choice of central and peripheral cues with potential to induce the desired cognitive processing of their messages. It is considered that multidisciplinary approach towards examining the nature of the communication occurring on online review platforms will have significant contribution towards better understanding of successful online hotel review management.

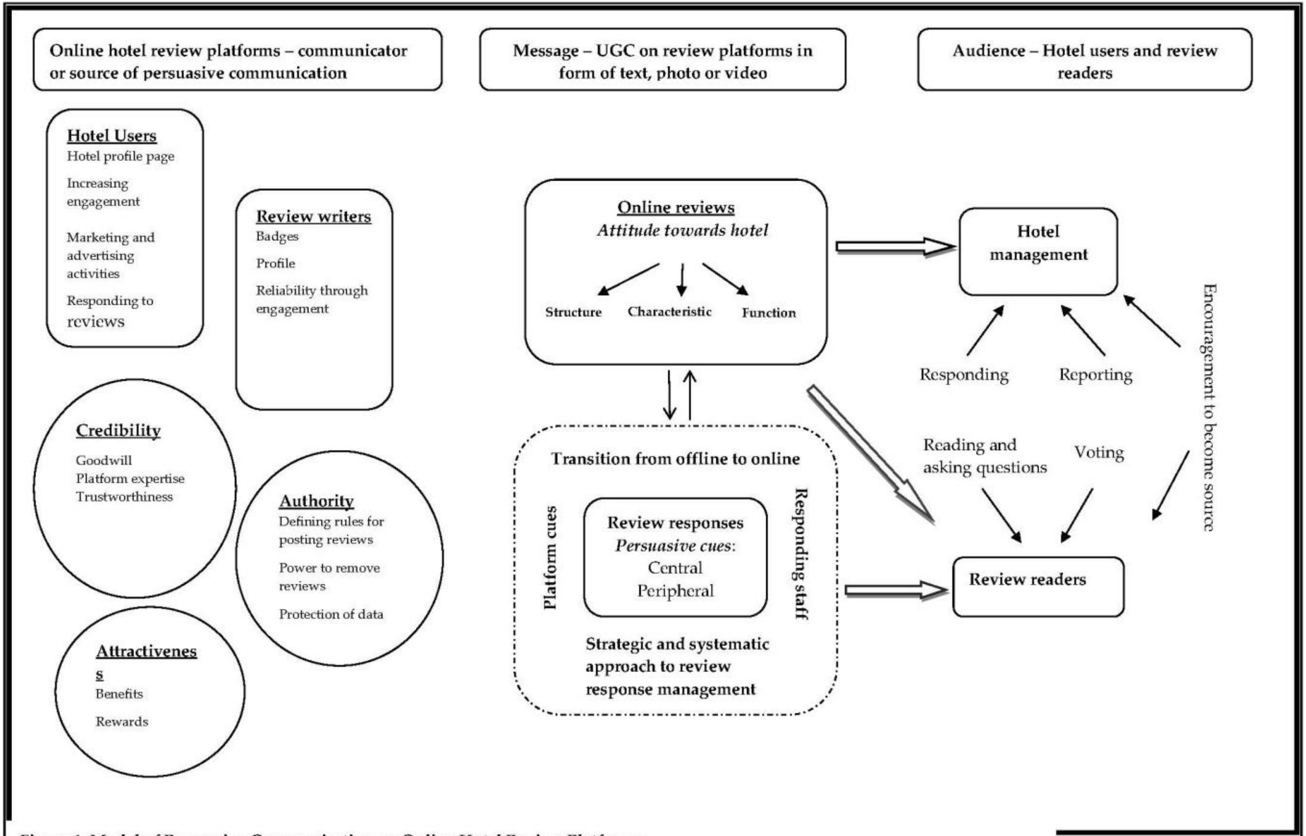

Figure 1: Model of Persuasive Communication on Online Hotel Review Platforms

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Examining Conservative Culture and Community Tourism Development with Reference to: The Sultanate of Oman

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INTRODUCTION

This is a working in progress research aiming at developing in-depth insight of whether the local community's cultural values hinder or support their economic benefits from tourism development in The Sultanate of Oman. A qualitative grounded theory research approach based on semi-structured interviews with tourism policy makers, tourism developers, local community members and the tourists from two tourist attractions Bidia and Wadi Bani Khalid (WBK) is appliedto examine stakeholders' perception and views on sustainable community tourism development whilst considering the local community's cultural aspects in relation to their economic benefits. Three key issues related to stakeholders' perceptions of sustainable community tourism development in Bidia and WBK are identified: the type of tourism product affects the extent to which the community benefits from tourism development, coordination and collaborations, in addition to stakeholders involvement and investment regulations and lengthy procedures.

Community Tourism in a Conservative Culture

The term tourism community refers to "people who enjoy or suffer the main impacts of tourism are those who live in the communities in tourist destinations" (Tosun, 2000: 616). Where community tourism is viewed as an ecosystem approach where visitors interact with the local community and their resources to consume a tourism product (Jamal & Getz, 1995). This aims at developing local resources to create a source of income and job opportunities for the community.

However, many challenges appear in implementing this approach, mainly in inexperienced countries, whereby this results in creating a gap between the aims of tourism development and the reality on the ground. Some communities such as Muslim communities suffer from the conflict between their religious and cultural values and the tourist behaviours that are related with the tourist activities such as swimming in inappropriate dress, or inappropriate food and beverage consumption such as alcoholic beverages in public (Fletcher, 2005).

However, although this area of concern in the Islamic countries created a challenge for governments who are approaching tourism as an economic choice for job opportunities and income creation, not much studies have examined the possible alternatives to overcome these issues. Oman, as an Islamic country with a conservative community, has decided to develop tourism on a very controlled basis, where the attention towards tourism development is a cautious one (Al Habsi, 2004).

Oman is a country with rich and diverse cultural heritage and natural resources such as natural landscape, historical buildings, arts and archaeology, ecosystems, heritage and cultural traditions. With the country's interest in diversifying its economic resources, the Government is heavily invested in developing tourism infrastructure.

A new terminal has been opened in March 2018 for Oman's main tourism gateway, Muscat International Airport (MIA), the Port of Sultan Qaboos (PSQ) - previously Muscat's main commercial port- recently dedicated for tourism, and the third strategic tourism project is the Oman convention and exhibition centre (OCEC); a major step in positioning Oman on the regional and global map for meetings, incentives, conferences and exhibition (MICE). In 2015, a new National Tourism Strategy (2016 - 2040) has been initiated for Oman, which received approval from Cabinet and accordingly was launched and implemented by 2016.

The number of inbound tourists has grown by approximately 40% every half decade (NCSI, 2018). The total number of visitors increased from 1.1 million in 2005 to 1.5 million in 2010, 2.6 million in 2015 and 3.1 million in 2016. For the tourist expenditure there has been a 10.4% increase over 140,500 OMR (GBP 281,000) in

2010 to 289,100 OMR (GBP 578.2) in 2015 and over 318,991 OMR (GBP 637,982) in 2016. However, although, these indicators show an increase in the tourist number and in their expenditure, the local community benefits from tourism development was limited (National Tourism Strategy, 2015)

Therefore, this research aims at exploring whether the local community's cultural values hinder or support their economic benefits from tourism development in The Sultanate of Oman for the case of Bidia and WBK, a qualitative research methodology was used. This approach aims to develop a theoretical understanding of tourism stakeholders' perception and views on tourism development in two different attractions that are Bidia, a desert destination that presents the Bedouin cultural traditions and the desert natural resources, and the case of WBK, an oasis, which offers a water pool site with natural beauty.

RESEARCH METHODOLOGY

Given the goal of the research to investigate the issues related to the local community benefits from tourism development in Oman, the research is based on four phases: the first phase was conducted in May 2016; it aims at exploring issues related to the local community benefits from tourism development with the Government Authorities. This was followed by a second phase of investigating the issues with tourism stakeholders in Bidia conducted in December 2017. Then, the third phase of investigation to the challenges facing the local community benefits from tourism in WBK implemented in March 2018. The final phase of the research was conducted in June 2018 with experts in planning and development of tourism from the national and regional Governments in Oman.

Face to face semi-structured interviews, with open ended question were conducted with key informants from different tourism stakeholders (figure.1) that are 26 informants from Bidia and 26 informants from WBK, also, 4 central Government informants and 4 regional Government informants, that are responsible for tourism development in the areas.

Figure.1: Tourism stakeholders in Bidia and WBK

RESEARCH FINDINGS

The research findings and comparisons with the Omani experience for the case of Bidia and WBK revealed interesting results, whereby, in Bidia locals are engaged with tourism development and are generating economic benefits. While in WBK, the local community achieved limited economic benefit from tourism development.

Three main issues were identified with regards to community tourism development in Bidia and WBK, these are: 1- the type of tourism product is one of the important factors affecting the extent to which the community benefits from tourism development, 2- communications, collaborations and involvement of tourism stakeholders supports the development of viable community tourism, and 3- regulations and lengthy investment procedures discourage local community from achieving their objectives from tourism development. The findings presented the following issues:

Type of Tourism Product

In WBK, the tourism product is about international tourists being attracted to swim in an open area with natural water pools, which created clashes with Muslim community cultural and religious values. The clashes in WBK reflect a great deal of cultural differences and misunderstanding between the international tourist's behaviour in enjoying swimming and a Muslim community's place with a conservative culture.

However, the cultural differences are not always creating clashes between the host and guest, such as the case of Bidia, where the cultural differences between Western tourists and the Bedouin lifestyle is the core attraction for the tourists and a source of pride and income for the local community. In Bidia the popular tourist activities are; dune bashing, sand surfing and over all experiencing the nature through enjoying the sunset and sunrise in the desert and the Bedouin lifestyle in the tourist desert camps, which created an income for the local community.

Communication, Collaborations and Stakeholders' Involvement

Grybovych & Hafermann (2010: 357) argue that the "involvement of those affected in the planning process not only helps ensure public support, it can also help build bridges of trust and confidence among planners, the general public, and the private industry". The lack of communication and collaboration between the Government and tourism businesses is one of the issues affecting the economic benefits negatively in Bidia, as there is a scarcity of destination marketing and seasonal planning.

Where as in WBK, the lack of communication and collaboration between the planners and the local community lead to many tourist attractions in WBK being underdeveloped and not promoted as tourist sites, which created congestion in one site of the tourist attractions while the others are forgotten.

Regulations and Lengthy Procedures

One of the important issues that hinders the local community's ability to benefit from tourism development is the investment regulations and lengthy procedures implemented by the authorities. As maintained by a local community member:

> "The only challenge we have is the Ministry of Tourism's requirements, lengthy investment procedures and complicated regulations… This is hindering the ability of people in WBK to invest in tourism and to benefit from its development in the area" (LO-W4).

This includes lengthy procedures to obtain a license from the Ministry of tourism for a project, such procedures are not only related to the Ministry of Tourism, but it is mainly due to the other related authorities' approvals on different projects.

Complicated regulations and long procedures is a challenge facing all; the investors, the tourists and the Government itself. It discourages the local community investors from developing tourism projects and benefiting economically from tourists visiting WBK, which results in the lack of provision of tourist facilities and services on site, hence, impacting the tourist experience negatively. It also prevents the Government from achieving the desired economic benefits from tourism development and job creation for the local community.

CONCLUSION

Despite the increasing number of tourists in Oman, the local community gains limited economic benefits. This research investigated the issues that are hindering the local community's gaining of benefits from tourism growth. The investigation in Bidia and WBK revealed three main issues firstly, the type of product and activities result in a negative impact of tourist behaviour and cultural misunderstanding that clashes with the local cultural and religious values, such as in WBK's water pool site. While, it supports the local community economic benefits in the desert destination of Bidia.

Secondly, the importance of consulting with business stakeholders and local community to develop sustainable tourism destination that considers developing WBK as a tourism destination with several attractions, rather than only the Muqul water pool site. Consulting the local community is an important step in the planning stage to consider all their concerns, needs and requirements. It also helps in inciting the appropriate site management plans and regulations that consider the local community's cultural values, economic benefits and the quality of tourist experience. However, opening the doors for any and each complaint might hinder tourism development in the area, leading to a conflict of interest and loss of economic opportunities.

Finally, easing the Ministry of Tourism's procedures and regulations regarding project development, as lengthy Government procedures and complicated regulations is an important challenge that prevents the local community from investing and developing tourism projects in the area in order to benefit from tourism growth, this requires a governance system and collaboration between the Government stakeholders that are responsible for sustainable tourism development.

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The Effect of Social Media on Muslim-Friendly Travel Agencies Performance

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ABSTRACT

Tourism has become an increasingly important industry in Malaysia. It has contributed significantly to the national economy in terms of foreign exchange, employment and economic growth. In this world of growing social media usage, travel agencies need to adopt well directed social media strategies to create relationship with consumers. Social media marketing enhances consumer engagement and creates brand awareness. Resource Based View (RBV) is a theory that has been used mostly in recent years to serve as a foundation for the link between social media and their value for firms, other theories include Theory of Planned Behavior (TPB), Technology Accepted Model (TAM) & Technology Organization Environment (TOE). This study provides a new perspective on the effect of social media use in Muslim-friendly travel agencies performance. The purpose of this paper is to investigate the influence of social media on Muslim-friendly travel agencies performance with mediating role of marketing capabilities and moderating role of awareness & knowledge. The objectives are mainly as follows; 1) to investigates the relationship between social media (online & offline) and Marketing Capabilities (Branding, Innovation, and Customer Relationship Management); 2) to examine the mediating effect of the Marketing Capabilities (Branding, Innovation, and Customer Relationship Management) on Social Media (Online & Offline) and Muslim-friendly Travel Agencies Performance; 3) to examine the moderating effect of the Awareness and Knowledge on Social Media (Online & Offline) and Marketing Capabilities (Branding, Innovation, and Customer Relationship Management); 4) to investigates the relationship between Marketing Capabilities (Branding, Innovation, and Customer Relationship Management) and Muslim-friendly Travel Agencies Performance; 5) to investigates the relationship between social media (online & offline) and Muslim-friendly Travel Agencies Performance. The structural equation modelling is used for data analysis of 400 Muslim-friendly travel agencies registered under the Ministry of Tourism, Art & Culture. Results from the data analysis demonstrated the positive and significant relationship between social media use and Muslim-friendly travel agencies performance. The theoretical and empirical evidence from this study provide the key insights to the tourism players and tourism marketers into the importance of social media use in Muslim-friendly travel agency for their sustainability in the Tourism Industry in Malaysia.

Keywords: Social Media, Marketing Capabilities, Muslim-Friendly Travel Agencies, Awareness and Knowledge

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Impact of Farmer-Tourist Social Interactions through Agritourism

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INTRODUCTION

In the last decades, rural landscapes in many developed countries have evolved from production places to consumption spaces. Family farmers are converting underutilised farm building and space to tourism. Traditional production places are fast changing into consumption spaces; thereby farmers are diversifying underutilised farm buildings and space to tourism, such as farm shops and farm accommodation (Sharpley & Vass, 2006, Gillespie, 2011). As a form of rural tourism, agritourism benefits the farmer an opportunity to 'adding value' to farm produce and space, hence generating additional income. Accommodation is acknowledged as a viable option with often favourable economic outcomes and is the most common form agritourism (Gillespie, 2011), including bed and breakfast (B&B), self-catering lodges and camping/caravan sites. By providing favourable settings to engage with farming families, agritourism offers tourists the potential for direct interactions with farming activities and experience rural life. According to Sharpley (2014), the benefit of these encounters may include developing social connections, learning about each other and exchanging views and experiences. Flanigan *et al.* (2015) suggest that the interactions between farmers and tourists can enhance awareness of food production, conservation and may even lead to behaviour change. However, this remains an untested proposition with no empirical evidence to demonstrate the legacy of farmer-tourist engagements beyond the farm-gates.

This research aims to explore legacies of agritourism host-tourist interaction and establish if this form of rural tourism can enhance knowledge of food production, influence change in attitude towards the countryside and result in behavioural change (such as purchasing behaviour). It remains uncertain whether agritourists are more likely to engage in a more positive attitude towards farming and the countryside than other types of tourists upon returning home. Therefore, a better understanding of how the presumed increase in tourist knowledge, is translated into a change in attitude and behaviour intentions will provide a deeper comprehension of the value of agritourism experiences. The phenomenological research approach is used to allow for an in-depth description of several individuals of their lived experiences and offers a meaningful perspective of the social interactions from the supply-side (farmer) and demand-side (tourist) on working farms in the UK.

LITERATURE REVIEW

Traditional production places are fast changing into consumption spaces; thereby farmers are diversifying their agricultural resources to tourism. Pearce highlighted that "the future trends for tourism seem to suggest that travellers will be especially concerned not with just being "there" but with participating, learning and experiencing the "there" they visit (Pearce, 1988, p.220). Viewed in this way, the future trend of farm visits lies much on seeking a "backstage experience" of the "authentic people rather than authentic places" (Pearce, 1990, p.351). A review by Streifeneder (2017) argues that accommodation facilities initially not farm buildings, and purposely built for tourist accommodation should not be characterised as 'authentic agritourism' including the availability of farmland for camping and caravan. However, this suggestion requires a need to understand the various perceptions of agritourism experience and how different experiences lead to positive outcomes when it comes to attitudes or intentions to behaviour change.

Literature relating to the social benefits of agritourism has also been explored, mainly from the benefits accrued by the farmer (Gillespie, 2011). As a social phenomenon, tourists are guests at host destinations and "the degree to which and the way they affect each other depends largely on the 'extent' and 'variety' of social contacts the tourists have during the trips" (Cohen, 1972, p. 177). The settings where interactions between host and tourist occur may influence the attitude and subsequent tourist experience. Further, the 'manner' in which the host and tourist interact and 'time' spent in a specific situation may also influence the nature of their interaction (Cohen, 1972, Fan et al., 2017). So far, little is known about the specific ways in which farmer-tourist social interactions occur including the barriers and enablers of their encounters that can either positively or negatively influence this change and subsequent their interaction within the farming environment.

Knowledge can be acquired through visitors' encounter with hosts, perhaps friends and family that can eventually influence attitudes and their intentions to behavioural change. According to Pearce (2011), attitudes refer to the prior information or perception tourists have about tourism products or destination. Intentions are tourists' enthusiasm and commitment to actions either during or soon after their visit. Behavioural change, in this case, can be established in a long-term and subsequently adopt positive actions after a holiday experience. However, studies show that intentions may be poor indicators of long-term behaviour change (Hughes, 2013, Apps *et al.,* 2017). While intentions are tourists' enthusiasm during or immediately after their interactions with tourism experiences, behavioural change is considered as a continuous process that requires stages of follow-ups to establish the real difference (Hughes, 2013).

Agritourism literature provides little analysis from tourists' perspectives on their interactions with farmers and farming activities, and even less attention has been given to the long-term outcomes of social interactions and its implications. The impact of social interactions between the farmer and tourist is not well established through agritourism, including the barriers and enablers of interactions that can either positively or negatively influence the change and specific way it might influence change in tourist purchasing behaviour. The objective is a deeper understanding of how agritourism can have value beyond the direct holiday experience. It could potentially translate into the attitudes and, more importantly, behaviours of those who pursue an agritourism experience. Of course, it might not have any influence beyond the farm gate, and therefore it is merely a holiday experience with little value beyond the termination of the holiday. Either way, it is valuable to know. Therefore, what is the nature and extent of social interactions between farmers and tourists how is their interaction influence on tourist's behavioural change?

METHODOLOGY

This research takes an interdisciplinary approach and borrows conceptual frameworks from sociology, socio-psychology, human geography, business and management disciplines. The frameworks and conceptual analysis used is an adaptation of Argyle, Furnham and Graham (1981) social situations analysis, used in Pearce (1990) and Reichenberger (2017). The concept of social situations is a holistic understanding of human behaviour in a situation and can give a cognitive understanding of farm experiences. In Pearce's work key features including social goals, cognitive structures, environmental settings, social rules and roles, communication activities and their sequences guided the interviews, and explained the circumstances, processes and focused on host-guest encounters in a farm setting. It included 30 interviews with 26 host-farmers and four directors of tourism organisations in New Zealand.

In this study, a two-stage phenomenological research approach is applied, utilising a purposive sampling approach and criterion technique to ensure the sampling units meet set criteria. Currently, we are conducting the first stage of data collection, consists of semi-structured exploratory interviews with farmers providing tourist accommodation facilities on working farms. The interviews aim to gain an initial insight of the environmental settings within which the phenomenon take place, allow for active conversations while providing farmers with the flexibility to reveal personal narratives, understandings and meanings of their engagement with guests. The interview questions encompass an understanding of the farmer background and their interaction with the guests. With permission, all interviews are audio-recorded. At the same time, the process facilitates to access guests for the second stage of data collection.

The second stage involves semi-structured in-depth interviews with farm accommodation guests. The stage includes a collection of contextual information on social interactions visitors lived experiences on farms. This stage consists of three phases of data collection and analysis; pre-visit, short- and long-term post-visit. The first phase aims to understand the level of knowledge visitors have of food production, life in the countryside and their motives to stay on a farm. The second phase comprises in-depth accounts of the visitors' lived experiences on farms. This phase focuses on how they interacted with the farmers and farming activities and interpreted their experiences. The post-visit interview follows approximately four months after their holiday, addresses the outcomes of the holiday experience, such as changes in their knowledge of food production, attitude towards the countryside and how if any their experience on the farm has influenced change in their purchasing behaviour. Interviews are conducted via Skype or telephone and audio-recorded with permission. Data collected is then transcribed, coded and analysed using qualitative approaches to determine the relationships and outcomes of farmer-tourist interactions.

EXPECTED OUTCOME

The expected outcomes would reveal the role of farmer-tourist social interaction can have following a holiday experience on a working farm. The study is interested if there is more to an agritourism experience and if different types of agritourism have different legacies because of the farmer-tourist encounter. It is expected that present research would extend the theoretical knowledge in the under-researched constructs of sociology and socio-psychology within the tourism industry, for example, understanding the critical influences on the changing world and newly emerging lifestyles (Kozak & Kozak, 2016). Also, educating tourists about agriculture has been cited by agritourism operators as a motivation (Gillespie, 2007), this study may help the agritourism sector develop more focused messages and reveal the types of agritourism experiences that can lead to sustainable behaviour change in tourists

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Smart(er) All Inclusive Destinations in Tourism

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ABSTRACT

The contribution of all-inclusive (AL) tourism still lacks research. However, in other tourism destinations located in the Mediterranean and Caribbean basins, where this system observes a maturity position, it is observed that the industry stakeholders prefer and stimulate the growth of the base tourism offer AL (Farmaki, Georgiou, Christou, 2017). Specifically, the European Commission (2013) states that one in four European citizens booked their holidays in this typology. Already Aguilo and Rossello (2012) had noticed this tendency in their investigation in 2012, when they verified that the German and English families that visited the region of Majorca (Spain) showed a greater intention of returning because of the environmental quality of the region and the quality of beaches.

The tourism diversity and heterogeneity of the central tourist region of central Portugal is an inescapable evidence, in such a way that despite its segmentation by area of interest (art and culture, gastronomy and wine, sports, outdoor activities, religious tourism, routes nature, surf, beaches, health and wellness, golf and heritage), which in essence organizes the region's tourist offer, does not subsequently integrate it into the modus operandi through which the tourist makes its acquisition.

The contribution of the planning of the tourist trip in relation to the binomial, available time and allocated resources, is today confronted with another binomial digital destination reputation and tourist satisfaction index (online).

One of the challenges of the central region lies in its ability to integrate, adapt and personalize the vast diversity of tourism that it holds, adjusting to the way the tourist makes up today's package holidays. For example, it is expected that a tourist will be able from any mobile device to compose their tourism experience in the central region by parameterizing more than interests, accommodation, transportation, gastronomy and shopping, within a certain time frame and budget . This superregional integration of supply is now possible to conceptualize because the current technological (r)evolution shapes and calibrates the way we think and acquire tourist experiences in the digital context. Another of the challenges will be effective network work in the regional geography of central Portugal, horizontal integration through the aggregation of all regions in this purpose is crucial to remove the constraints of such extensive geographical integration. In this regard, strategic planning and communication play a key role in the continued operationalization of the idea of an all-inclusive destination. The reorganization of tourist supply in aggregation with the current criterion (interests) is essential for the adjustment of the tourist's temporal and budgetary matrix, thus allowing the region to anticipate behaviors and trends through a continuous monitoring of tourism activity.

Undeniably, the underlying intrinsic concept refers to intelligent cities. There are different views on the origin of the concept of "smart city" in literature. According to Gabrys (2014), the roots of the concept date back to the 1960s under what are called "cybernetically planned cities," and in urban development plans they have been featured in networking city proposals since the 1980s. Dameri and Cocchia (2013) state that the concept was introduced in 1994. Neirotti et al. (2014) argue that the origin of the concept can be traced back to the movement of intelligent growth in the late 1990s. Batty et al. (2012) confirm that it is only until recently that the concept has been adopted in urban planning through the movement of intelligent growth. In this sense, it implies increasing urban efficiency in relation to energy, transportation, land use, communication, economic development, provision of services among others. In fact, a smart city essentially represents efficiency, which is based on intelligent management of urban systems using information and communication technologies (ICT). In addition, it is the period after the emergence of smart cities projects supported by the European Union since 2010, which has witnessed a proliferation of scholarly publications on the theme of the smart city (Jucevicius, Patasiene & Patasius, 2014).

Today, Smart City is a slogan that attracts more attention among research centers, universities, governments and ICT companies. Nevertheless, despite the wide use of the concept today, there is still an unclear and inconsistent understanding of its meaning, as advocated, Ahvenniemi, Huovila, Pinto-Seppä and Airaksinen, (2017). Consequently, a large number of definitions have suggested different approaches, although academics, ICT experts and policymakers converge on the use of ICT in all domains of smart cities and therefore consider it as a facet inseparable from it. A wide variety of definitions of smart cities is available (Albino, Berardi, & Dangelico, 2015). In addition, the smart city has many faces that tend to vary based on aspects such as how ICTs are applied, the digital media by which it is coordinated and integrated, the extent of its use and the degree of its diffusion. These faces include virtual cities, digital cities, network cities, smart cities, cities of knowledge and cities in real time, among many other nomenclatures, as well as hybrid cities that combine two or more of these names. Add to these cities those that are inspired by ICTs in various forms of widespread computing, such as ubiquitous cities, environmental cities, sentiment cities and cities like the internet of everything

(Kyriazis, Varvarigou, Rossi, White, & Cooper, 2014). However, common to all smart cities as urban development strategies or approaches is the idea that ICTs are, and will be for many years in the future, central to urban operations, functions, services and projects. There is no canonical or universally accepted smart city. It is a concept that is difficult to define or strictly delineate and may be considered a vague notion. Often, depending on the context, that is, several smart city projects, initiatives and entrepreneurship are based on specific target objectives, available resources, financial capacities, normative structures and policies. It also depends on cutting-edge research and development in the field of ICT regarding available solutions in relation to architectures, technologies, applications, systems, models, methods, computational analysis. As an example of objectives, Batty et al. (2012) identifies a number of projects belonging to smart cities of the future, including mobility and travel behaviour; modelling of urban land use; integrated databases in urban areas; monitoring of networking and the impact of social networks; participatory governance and planning structures; network performance modelling; transportation and economic interactions; and decision support as urban intelligence. With regard to financial capacities, the growing interest in the concept of a smart city, driven by the need to address and solve urbanization challenges, has led to a number of investments in ICT development and deployment manifested in the large number of jointly funded research efforts as well as smart city initiatives and implementation projects (Ahvenniemi et al., 2017). In all, it is clear that the smart city lacks a shared definition and therefore it is difficult to identify common trends.

Essentially, there are two main approaches to intelligent city, the first approach is technology-oriented and ICT and the second people-oriented approach. Specifically, there are smart city strategies that focus on efficiency and the advancement of rigid infrastructure and technology (transportation, energy, communications, waste, water, etc.) through ICT and strategies for light infrastructure and people, human and social capital in terms of knowledge, participation, equity, security, and so on (Angelidou, 2014). As an example of the first approach, Kitchin (2014) conceives the intelligent city as one that monitors and integrates all of its critical infrastructures, optimizes its resources, plans its activities, and maximizes services. In this line of thinking, Marsal-Llacuna et al. (2015) argue that using ICT technologies and data analysis, smart cities aim to monitor and optimize existing infrastructure, increase collaboration among economic agents, provide more efficient services to citizens, and support innovative business models in the sectors public and private. As for the second approach, Neirotti et al. (2014) describe the smart city as a way to improve the quality of life of citizens. The intelligent city involves human and social factors, as well as physical and technological factors (Aguilera, Galan, Campos & Rodríguez, 2013). Lombardi et al. (2011) emphasize other soft factors such as participation, security, and cultural heritage. Other views tend to emphasize services (eg, Belanche, Casaló & Orús, 2016). Belanche et al., 2016 emphasize the increased use of urban services to achieve efficiency and sustainability. Angelidou (2014) emphasizes the role of ICTs in achieving prosperity, effectiveness and competitiveness. It is important to highlight the body of literature that focuses on the role of human and social capital as well as new technologies in the development of smart cities that aim to improve sustainability economic, social and environmental (for example, Batty et al., 2012; Neirotti et al., 2014). This current of literature is concerned with intelligent cities such as ICT-based urban innovations aimed at harnessing physical and social infrastructures as well as natural resources and knowledge for economic regeneration, environmental efficiency and improvement of public and social services. One of the most cited definitions in this respect is the one that Caragliu, Del Bo and Nijkamp (2009) propose, that a city is intelligent when investments in human and social capital and traditional (transport) and modern communication infrastructure (ICT) fuels sustainable economic growth and high quality of life, with intelligent management of natural resources through participatory governance. This definition is based on a model that has been used as a classification system developed across six distinct dimensions, namely intelligent mobility, intelligent environment, intelligent life, intelligent people, intelligent economy and intelligent governance - against which smart cities can be evaluated or evaluated in terms of their development in the direction of intelligence. This model is said to represent a holistic understanding of what this entails in terms of the complementary nature of these dimensions. Although it does not provide a prioritization of these dimensions in terms of their contribution to sustainability, nor does it specify how they can contribute to urban development and sustainability planning practice. However, this intelligent city connotation is seen as a strategic device to highlight the growing role and potential of ICTs in building and catalysing sustainable urban development processes. In fact, it goes beyond investments and technological advancements to include environmental, social and economic developments with sustainability in mind. By expanding this definition, Pérez-Martínez et al. (2013, quoted in Ahvenniemi et al., 2017) describe smart cities as "heavily ICT-based cities that invest in human and social capital to improve the quality of life of their citizens, fostering economic growth, participatory governance, good resource management, sustainability and efficient mobility, while ensuring the privacy and security of citizens”. In the same line, Batty et al. (2012, pp. 481-482) to conceive of smart cities as "cities in which information and communication technologies merge with traditional, coordinated and integrated infrastructures using new digital technologies," and where "intelligence functions" are capable of integrating and synthesize urban data for some purpose, ways to improve efficiency, equity, sustainability and quality of life in cities. In all, smart cities strive to amalgamate advanced digital technologies and urban planning approaches to find innovative and intelligent solutions that contribute to improving habitability and increasing sustainability (Toppeta, 2010). Intelligent initiatives can also be used to promote environmental sustainability (Kramers et al., 2014). This implies recognizing that the concept of sustainability is not yet integrated into all definitions of smart city.

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Process of Emergence of Experience in the Hotel Businesses: Examining Customer Awareness

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ABSTRACT

Experience has been examined by Toffler (1970) on the pleasure basis and by Cohen (1979) with various tourism motives and finally become an important economic value as per the end of 1990s (Pine & Gilmore, 1999; Schmitt, 1999). Pine and Gilmore (1999) explains its emergence as the final step of an evolution following the dominance of services in the economy. A common example in the publications of Pine and Gilmore (1999) and Yalom (1996) reveals the existential needs behind this transition and thus, the need to study the philosophical and psychological aspects of experience phenomenon which is also explained by cognitive psychology theories especially in terms of memory and emotions (Jantzen, 2013). On the other hand, perspectives from existential psychology help understand this concept especially in relation to needs and motives (Fromm, 2014; Maslow, 2011) while similarly philosophy encourages its analysis in terms of fear of death (Yalom, 1996), sense-making (Eagleton, 2015; Nietzsche, 2003), seek for hedonia or eudaimonia (McCabe & Johnson, 2013).

In addition to these thoughts about the experiencing (individual) part, the experience itself differentiates from the service concept in various ways. Its most influential attribute is that experience has the potential to create memories through emotions (Pine & Gilmore, 1999) including phantasy, excitement, pleasure, joy (Schmitt, 1999) as a part of its hedonistic structure (Palmer, 2010) which raises

the experiential value (Addis & Holbrook, 2001). At this process, senses are also critical (Walls et al., 2011) as they are stimulated to evoke emotions (Shaw, 2007). Moreover, experiences may occur in many ways including cognitive, sensory and emotional ones (Schmitt, 1999) depending on both humanic and mechanic components (Berry et al., 1994; Carbone & Haeckel, 1994; Çetin & Dinçer, 2014) which are designed in various realms namely entertainment, education, escape and aesthetics according to the participation of individuals (Pine & Gilmore, 1999). Experiences also create both cognitive or emotional/affective responses or evaluations (Wakefield & Blodgett, 1999; Walls et al., 2011) and utilitarian/functional or hedonist value (Yuan & Wu, 2008). As a production of modern life, this phenomenon can also be examined in terms of *logos*/*eros* parts of life (Wang, 2000) and *apollonian*/*dionysian* contents of activities (Nietzsche, 2001; Schmitt, 1999).

On the other hand, tourism and more narrowly hospitality experience (HE) is a service and industry as *logos* (principle of reality) and is an experience as *eros* (principle of pleasure) part of the daily culture and consumption in the modern life (Wang, 2000). Tourism in essence is an experiential industry (Singh, 2015; Wang, 2000) including hedonist and utilitarian features (Voss et al., 2003). Depending on these basic features and given the fact that tourism experience is the "microcosmos" of the modern individual's daily life (McCabe, 2002), HE offers a fruitful research field to understand various aspects of the experience phenomenon (summarized in the first paragraphs) in the modern life.

In all these respects, this study aims to examine the awareness of the individuals about the HE in hotel businesses and to comprehend the causal relationships and sense-making of these experiences by revealing their content, attributes and dimensions expressed by these individuals. The study was designed as an embedded multiple case study (Yin, 1994) including two units of analysis (hotel businesses and customers) and various sample groups (city and resort hotels – domestic and foreign customers). Data was collected through an online interview form in the period of September – November 2016 with the participation of individuals (107 participants) who had the HE in any five star hotel (FSH) located in Antalya (resort hotels) and İstanbul (city hotels) between May 2015-September 2016. Data analysis was completed by using structural (Labov, 2006), thematic (Riessman, 1993) and critical narrative (Souto-Manning, 2014) analysis methods respectively. The additional data includes 24 narratives about the hotels in other locations, 74 reviews on Facebook about the hotel businesses and 78 reviews from six blogs concerning the various hotels in the world.

During the study, a logic for analysis was developed according to the idiosyncratic nature of the HE narratives. In this context, the study reveals two-sided evaluations of the participants about the experiences and offerings that are:

- C-evaluations (cognitive evaluations) as cognitive/utilitarian (including tangible, technical and functional features)

- E-evaluations (experiential evaluations) as experiential/hedonic (including sensory and emotional aspects)

in the extent of former studies (Wakefield & Blodgett, 1999; Walls et al., 2011). In this respect, the basic assumption of the study is that C-evaluations concern service offerings where E-evaluations are subject to experience-based ones.

The study findings include a comprehensive content and dimensions of the service- or experience-based offerings in the subject hotel businesses. The basic finding is that the HE is perceived mostly in cognitive/utilitarian context although both types of evaluations are available (which also means that HE is a mixture of service- and experience-based offerings). This situation was interpreted as these businesses function in accordance with the *logos* system of the modern life. Individuals who stay in these hotel businesses have mainly standardized experiences including cognitive ones and *dionysian* activities with a passive role in the effect of deficiency motives based on ontic needs (Basic and psychological/existential needs (Fromm, 2014; Maslow, 2011) have been named as ontic and epistemic needs of individuals to complement the philosophical understanding of experience).

The findings report that HEs in FSHs are not subject to E-evaluations despite their potential to create such responses as an experiential industry (Singh, 2015; Wang, 2000). Given the dominance of C-evaluations, these experiences are mainly perceived as services rather than experiences and as an extension of daily life including individuals' everyday habits and orientations through a design covering standardized and utilitarian offerings. However, this situation is prevalent for complication part of the experience narratives as E-evaluations are more frequent in the abstract-resolution-evaluation parts. This fact underlines the potential for hotels to create experiential value (Addis & Holbrook, 2001) as a whole.

Depending on the analysis of the reasons, individuals prefer the HEs in order to have something extraordinary or different from their everyday lives (such as relaxation, holiday, entertainment, socialization with family and friends) which represent the *eros* part of the modern life. Therefore, HE is based on deficiency motives based on ontic needs. As the research field covers mainly individual/organized mass tourists (Cohen, 1979), participants spend their time through recreational and diversionary tourism experiences (Cohen, 1979) to escape from or recover the defects of their daily life. As for the experience types (Schmitt, 1999), C-evaluations reflect the cognitive experiences where E-evaluations are based on emotional and sensory ones. Nevertheless, except for some participants, the majority of individuals have expressed their narratives both with C- and E-evaluations.

There are some examples of relational experiences especially concerning the approach of working people but no evidence for behavioural experiences has been revealed. Thus, HEs in FSHs do not create a lifetime or lifestyle experience occasions for visitors.

Concerning the offerings mentioned in the C-evaluations, findings indicate that participants have mentioned room attributes, room service (cleaning, maintenance etc.) and working people. In the resorts, food & beverage offerings and activities/events take the first rank. Moreover, tangible aspects – mechanic – (Berry et al., 1994; Carbone & Haeckel, 1994; Çetin & Dinçer, 2014) including product quality, location and layout of the hotel, physical attributes of rooms have been frequently expressed especially in the resorts. However, in the city hotels, the approach of working people as a part of humanic components has been at the first place in these evaluations.

E-evaluations, on the other hand, are mainly based on both mechanic and humanic components including architecture/decoration/design issues followed by view, working people, location and taste. As for the experience realms (Pine & Gilmore, 1999) expressed in the E-evaluations, the majority concerns the escapist experiences mainly focused on food & beverage offerings where individuals are immersed with active participation. This orientation is the primary concern for Turkish citizens in the resort. Other escape experiences which have been mentioned by both domestic and foreign participants are pools, daily and sports activities and beach in the resorts. Second most frequent realm is aesthetics thanks to architecture/decoration/design issues and view especially in the city hotels. From the perspective of cognitive psychology (Jantzen, 2013), the findings indicate the HEs are kept in the autobiographic memory part of the episodic memory. Moreover, research participants have generally shared their experiences with emotions such as liking, surprise and fascination. Other emotions mentioned are joy, excitement, delight, trust and feeling special (recognition).

This study includes much more findings which may have impact on individual lives in addition to managerial and academic world. Individuals may earn more awareness about their experiences to have a more meaningful life. Hotel businesses may involve new offerings covering the other experiential dimensions and epistemic needs of individuals. Finally, academia may go beyond marketing-based perspective and concentrate more on the roots and causes behind the experience phenomena to remind the other possible ways of life for the sake of all the society and human being.

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Master Arts

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Testing Destination Image Scale Invariance among British, German and Russian Tourists: A Multigroup Confirmatory Factor Analysis

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ABSTRACT

Value and importance of destination image and its effects on travel decision is widely acknowledged. Destination image consists of information, impressions, ideas, feelings, emotional thoughts, expectations, anticipations and considerations an individual has about a place. (Stylos et al., 2017; Agapito et al, 2013; Beerli & Martín, 2004a)

Researchers agree that destination image is a multi-dimensional and complex structure of attitude. Social psychology suggests that attitudes are composed of affective, cognitive and conative components. Three dimensional model of destination image proposed by Gartner (1993), is supported by Social Psychologists' triology of attitude (Aranson, 2010). Tourism researchers widely adopted attitude based social psychology research techniques but not many researchers consider all three dimensions of attitude. And not always agree on definition of conative component (Pike, 2007). The aim of this study is to develop measurement scale integrating all three dimensions of destination image as suggested by social psychology and validate invariance of scale across nationalities.

Cognition is summation of what is known about destination in other words it comprises of knowledge, beliefs and awareness regardless of amount and depth of information available. In most destination image research, cognitive destination image is based on physical and tangible attributes. Unlike cognitive component where destination image is a construct of reasoning; affective component is emo-

tional construct based on intangible attributes, feelings and emotions about a place. Conative component of image is about how tourist acts using this information and feelings in the form of consideration and willingness to act/react towards the destination. (Baloglu & McCleary, 1999; Beerli & Martín, 2004a, 2004b; Gartner, 1993, Stylos et al., 2017; Stylidis et al., 2017)

Researchers have rarely considered impact of nationality on destination image perception (Kozak, 2002; Beerli and Martin, 2004a; Stylos et al., 2017; Stylidis et al., 2017). Even more rarely the researchers considered validating invariance of their scale across nationalities before using the scale to measure variances of different nationalities. This study emphasizes utilization of structured scale development process including confirmation of model invariance across individual nationalities prior to utilizing scale as measurement instrument.

Scale development steps outlined by Churchill (1979) is used as guideline for developing a measurement scale. Collection of attributes from literature, elimination of duplications has led to development of a list with 90 cognitive, 4 affective and 6 conative attributes (Baloglu and McClearly, 1999; Beerli & Martin, 2004a, 2004b; Stylidis et al., 2017; Russel and Pratt, 1980; Agapito et al., 2013; Stylos et al., 2017).

List of attributes is reviewed and scrutinized by an academic council consisting of researcher, faculty members of college of tourism in Antalya Bilim University (ABU) and Akdeniz University. Following academic council review, list of attributes is shared with tourism experts from Germany, Russia and UK as well as research department of Frankfurt airport operator FRAPORT. Qualitative interviews with tourism experts have provided deeper insight of the construct. Don't know answer is added to questionnaire avoid uninformed answers as suggested by Pike (2007).

Study instrument is tested and purified with two pilot studies. Primary pilot study involves experts from academia and industry, second pilot study is conducted with 52 German and 58 Russian tourists at Antalya airport.

Purified study instrument is used for data collection in Antalya Airport between July-October 2017 with British, German and Russian tourists departing to these source markets. Mall intercept method is utilized to reduce coverage error of data collection. Researchers team consisting of author and research assistants of ABU have approached to tourists waiting in check-in queue or at gate for flights departing to destinations in UK, Russia and Germany. Random sampling error is mitigated by larger sample size (maximum sampling error less than 4,6% for each nationality, 95% confidence, p=q). Datum is collected under same conditions where respondents are assured that participation is voluntary and results will be anonymous. Tourists who agreed to participate are given a copy of questionnaire in their language on a clipboard and a pen to provide their responses in Likert 7 scale.

Data collected is randomly divided into two sub-samples EFA N= 745 and CFA/MGCFA N=750. An exploratory factor analysis (EFA) was conducted on first sub-sample and second sub-sample was used to conduct a confirmatory factor analysis (CFA) and multigroup confirmatory factor analysis (MGCFA). Validity and reliability of measurement scale is reviewed.

Prior to EFA for cognitive, affective and conative dimensions, content based item parceling technique is used to construct 7 composite variables of cognitive dimension (natural resources, general infrastructure, tourist infrastructure, touristic attractions, economic factors, political factors and social environment.) This technique is used in education, communication, psychology and recently Stylidis et al (2017) have utilized this technique in tourism research for destination image measurement. This technique mitigates potential multicollinearity among indicators and decreases model complexity, both leading to deterioration of goodness of fit (Hall et al., 1999; Caplan, 2005; Hair et al., 2014, Stylidis et al., 2017).

EFA data set Kaiser-Mayer-Olkin (KMO) sample size adequacy for analysis and correlations between items is calculated as 0,941, is greater than 0,90 indicating that data set of N=745 is excellent for factor analysis (Kaiser 1974). Bartlett's test of sphericity confirming validity and suitability of responses indicate that responses are from populations with equal variances (95% significance). Reliability is confirmed with Cronbach alpha 0,891 indicating high strength (Cronbach, 1951).

Taking 7 cognitive parcels, 3 conative and 4 affective items, EFA is performed by using principle component analysis and extraction method Eigen value greater than 1 and using varimax rotation. Affective item calm/lively is eliminated due to low communality (,274) and low correlation (between ,082 and ,344) with other parcels/items. EFA conducted after excluding calm/lively explains 68,7% of total variance with 3 dimensions.

CFA with maximum likelihood method enabling all three dimensions to intercorrelate is conducted with second half of 1495 questionnaire data set bearing Cronbach alpha of ,882; KMO of ,904 and Bartlet's test of Sphericity is significant at 95% level confirming excellency of data set.

Measurement properties of CFA is assessed by examining goodness of fit indices CMIN/DF:2,037; RMSEA: 0,037; CFI:0,989; GFI:0,979; NFI:0,979; AGFI:0,963 confirming fit between model and observed data is high as per accepted benchmarks of acceptance such as: Chi square / degrees of freedom (CMIN/DF)<5; RMSEA< .08; CFI,GFI,NFI>.90; AGFI> .85 (Engel et al, 2003, Byrne, 2004, Hair et al., 2014)

Convergent validity is assured with average variance explained (AVE) greater than 0,50 (cognitive: 0,553, conative:0,628; Affective:0,598 (Fornell and Larcker, 1981) Discriminant validity of destination image measurement scale is examined by comparing AVE values vs. squared correlations between pairs of dimensions. Squared correlations smaller than AVE assures sufficient discriminant validity of measurement scale.

As final step, MGCFA is considered as the most powerful and versatile approach to test for reliability and validity of study's latent constructs and to confirm model invariance across individual nationalities. (Byrne, 2004)

In order to assess measurement invariance, MGCFA compares an unconstrained model to observed structure. Nested models are organized in a hierarchical ordering with decreasing numbers of parameters (or increasing degrees of freedom). These increasingly restrictive models are tested in terms of their fit of data to model. MGCFA studies invariance of measuring instrument developed by (1) configural invariance, (2) invariance in factor covariance and (3) invariance of factor loading pattern. (Byrne, 2004; Hair et al., 2014).

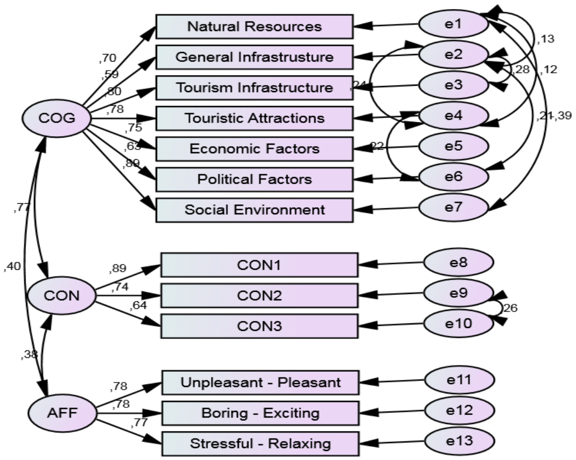

Figure 1. Multigroup CFA measurement model (N=750)

Fit indices of uncontsratined and constrained models are CMIN/DF: 1,461 and 2,341; RMSEA: 0,025 and 0,042; CFI: 0,985 and 0,942; GFI: 0,953 and 0,903; NFI: 0,955 and 0,902; AGFI: 0,922 and 0,880 respectively confirms configural invariance of factorial structure for all three nationalities as all parameters of goodness of fit indices in each model confirms excellent fit values. Factor covariance invariance is assured with equivalence of factor loadings pattern across 3 nationalities.. (Hair et al, 2014) Correlation matrix confirms that each dimension is distinctly different from each other as squared correlation is less than 0,397 whereas AVE values for all three are greater than ,495 which is evidence for discriminant validity.

This study demonstrates that (i) destination image is three dimensional, namely cognitive, conative and affective, (ii) integrated measurement scale is confirmed with MGCFA assuring measurement invariance for three different nationalities namely, British, German and Russian. Findings of this research and analysis methods used provides valuable insights to destination image literature and casts light on the path for future researchers emphasizing importance of utilizing structured methods of scale development and testing of model invariance before utilization of scale for different nationalities.

Airports triggers several physical and psychological stress factors. Scale shall be tested under the light of flight stress, end of holiday depression, fatigue of last day packing by using the same questionnaire at hotels to eliminate answering biases (if any) associated with airport/flight and going back to routine life in home country. Model and questionnaire shall be used with precaution for city destinations and free individual traveler destinations. Nationality coverage can be diversified with domestic tourists as well as other source markets.

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Towards a Better Understanding of Motivations and Challenges in Family Farm Diversification into Agritourism Accommodation Enterprises: A Case of South-West Scotland

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INTRODUCTION

Farm diversification is considered essential to improve rural economies, contribute to social cohesion and sustain local infrastructures. Several studies have documented that family farmers are converting underutilised farm building and space to tourism products and services. As a form of rural tourism, agritourism is generally defined as tourism on a working farm (Sznajder *et al.,*2009). The product includes staying on a working farm whereby visitors can experience a direct connection with the farming host, rural life and local environment (*ibid*). With the current state of globalisation, understanding both economic and non-economic factors as they relate to farmers' decision making is crucial if strategies are to be effective. However, the social motives underpinning specific types of agritourism enterprises have yet to be fully explored (Flanigan *et al.,* 2015). This study adopted qualitative research with a case study approach to examine the non-economic motivations and the challenges associated with the process of farm diversification in South West Scotland, UK.

LITERATURE REVIEW

With the decline in traditional farming income, diversifying farms to tourism offers both economic and non-economic benefits to family farmers. Agritourism is primarily recognised as a strategy for farmers to generate additional revenue. Through employment, tourism enterprise on farms can also provide work opportunity for the family, especially female household members. Gillespie (2011) reported that 74 per cent of agritourism accommodations in Dumfries and Galloway, a region in Scotland, are mainly owned and managed by women. According to Lagravinese (2013), 41 per cent of the 1,690 agritourism enterprises in Tuscany, thus, 23.2 per cent of all Italian farms, are managed by women. These figures are an indication of a growing presence of women leading businesses on farms.

Non-economic motives also underly decisions to diversify farm resources. Research indicates a likely association between notions of social isolation and motivation to diversify. In Sweden for example, a survey of thirty agritourism farmers found that social contact was their primary motivations because of the decreasing social status of a farmer in the society. Tourists' presence and interest in farming activities were viewed favourably by the farmers (Gössling and Mattsson, 2002). In a different study, Choo and Petrick (2014) established that the interactions positively affect tourist's satisfaction and future farm visits. The results showed that the farmer needs to consider a visitor's interpersonal interactions to determine how those encounters could positively influence the farm experience. Through educating and offering an authentic experience, agritourism can offer the public many of whom may have either little or no contact with farming, an opportunity to learn about farming and experience the rural way of life (Cassia et al., 2015). Although meeting new people is a satisfying social function, little is known if the notions of social isolation and interaction with others motivate farmers to diversify.

Literature acknowledges the complexity of the sector and that farmers are operating under varying policies and institutional arrangements. Although the shortage of skilled labour is a challenge within the agritourism sector and compounded by the ageing population and migration of young people in rural areas (Lagravinese, 2013), Italy is increasingly becoming a model of agritourism for other countries. According to Lagravinese, the success of Italy is grounded in robust strategies including innovative products, refined marketing systems and extensive government support. Within these strategies, there is the compulsory training for agritourism providers to guarantee a skilled sector. Lagravinese further reports that the approach has contributed to the sector sustaining growth of 15.2 per cent between 2007 and 2011. Without these strategies in place, the sustainability of the agritourism sector could be affected.

Therefore, this study aimed to address (1) how family farms diversify from traditional agricultural production into agritourism enterprises, (2) what is the extent of social interactions affecting the underlying motivations in farm diversification, and (3) how policies and institutional arrangements enhance the sustainability of agritourism or otherwise?

METHODOLOGY

Dumfries and Galloway, a region in South West Scotland was selected based on its strong agriculture background and agritourism activities. The region is predominantly rural, and its economy is mainly based on public administration, health and education as well as significant contribution from agriculture, forestry, tourism and a range of light industries. The current number of agritourism accommodation is not well established. However, a total of 110 farm accommodations enterprise were reported in Gillespie (2011), representing about 20 per cent of the accommodation enterprises in the region.

Table 1. Type and number of agritourism accommodation enterprises in Dumfries & Galloway

Accommodation type	Agritourism accommodation enterprise
Bed & Breakfast/guesthouses	35
Self-catering accommodation	60
Campsite/caravan site	5
Mixture of accommodation	10
Total	110

Source: Gillespie, 2011, p.215

Qualitative research based on a case study approach with semi-structured interviews was employed. A typology for agritourism developed by Philip *et al.* (2010) and modified by Flanigan *et al.* (2014) provided a framework for sampling procedures. The purposive selection was used if farms were in the South West Scotland, family-owned farm and diversified to accommodation facilities. Three family farm cases participated and represented various types of agritourism accommodation including self-catering lodges, camping grounds with wigwams facilities. Semi-structured interviews were conducted in July 2016, and each lasted from 45 minutes to two hours including a tour of the facilities. With their permission, all three interviews were audio recorded and data was manually transcribed to facilitate the analysis and discussion process.

FINDINGS AND DISCUSSION

Farmers' motive to diversify their farm resources included several considerations other than the economic aspect. Farm ranged from 30 to 300 acres and the operations comprised of cattle, sheep and deer, as well as cropping. Their tourism enterprises had been established for the past 10 to 25 years with varying degree of responsibility in the businesses between the partners in the family. In all cases but one, the woman was solely responsible for the management of the business. The findings suggested that generating additional income, providing work opportunity for other family members and reducing dependency on subsidies were the primary economic motives to diversify their traditional farming. A common view amongst the participants was that sustaining their livelihoods, securing life after retirement and investing in the future generation were key motivating factors to diversify. The finding broadly supports the work of previous studies and have demonstrated that economic reasons motive farmers to diversify.

Conservation of heritage, landscape and nature were not explicitly identified as one of the non-economic motives. However, one farmer's ability to practice organic farming and preserve a cattle breed linked to local heritage is coherent with the preservation of heritage. The ability to educate the public about the rural way of life was also connected to their social responsibility to pass on knowledge to the next generation. Regarding the sense of social isolation on a farm, one participant indicated that guests in their B&B give them an opportunity to interact on a daily basis. Another participant, however, preferred to work on their farm without the interference of the visitors and said, *"I have always lived in isolation [and] I enjoy the distance interaction with guests".* The findings suggested that not all farmers were influenced by these notions and may not be applicable in all circumstances. Moreover, some of the farmers are apprehensive about having visitors watching over their farming activities. It, therefore, remains unclear whether the effects and benefits of social contact play an essential role in agritourism accommodation sector.

The challenges surrounding the ambiguity in the definition and the characteristics of agritourism remains. Specifically, the distinction between accommodation on "working farm" and "non-working farm" as relating to agritourism businesses was noted in this study. The concerns support the view that an agreed operational definition is required to raise the profile of the sector (Gil-Arroyo *et al.,* 2015). In all cases, participants reported a lack of institutional support and appropriate mechanisms for skills training for farmer venturing into the tourism business. Participants highlighted on the issues of skilled labour shortage and funding for business development as significant challenges in the sector. Farmers argued for continuity in funding projects, more coordinated efforts by various stakeholders and a well-developed brand image and marketing platform for agritourism businesses. Otherwise, the sustainability of the agritourism accommodation sector could be affected.

One of the issues that emerged from these findings is a lack of a robust support system that links farmers to education providers, lending institutions and grant providers. Participants suggested that coordinated efforts among stakeholders could strengthen farmers financial capabilities and skills capacities within the sector. Agencies at both regional and national levels could also harmonise their marketing efforts to promote the growing sector. Also, a shortage of skilled labour impedes the sustainability of agritourism in Dumfries and Galloway region.

CONCLUSION

In summary, the findings provide the farmer with a better insight into the motivations and challenges associated with diversification. The results support the view that generating additional income is a primary economic motive among farmers. Regarding non-economic factors, such as reducing feelings of isolation and meeting with people, evidence suggests that not all farmers are influenced by these notions. The social motives played a relatively supportive role in their decision making the farmers. However, with a small sample size, caution must be applied, as the findings might not be generalised.

LIMITATION AND FUTURE RESEARCH

This study had several limitations for future research. The study was conducted during July 2016, and several farmers were occupied with their farming activities and visitors resulting in slower and lower response rates. A study in low seasons when farmers are less occupied with tourism and agricultural activities is recommended. The notions of social isolation in farming may not be applicable in all circumstances. Such that effects and benefits of social interactions warranted further research and a PhD study is currently being pursued by the first author. The study aims to explore the legacies of agritourism farmer-tourist interactions and establish if agritourism can enhance knowledge of food production, influence change in attitude towards the countryside and result in behavioural change (such as purchasing behaviour).

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An Exploration the Impact of Food Consumed in the Workplace on Migrant Workers Wellbeing

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ABSTRACT

As a global phenomenon, there are over 200 million migrant workers have remarkably take part in labour force worldwide (McDowell, 2013), due to globalisation, technological advancements, the improvement of immigration policies, an individual's desire for a better life, and cheap and fast transportation facilities (McGovern, 2007; Rydzik et al., 2017). Thereby, a large variety of hospitality organisations all around the world have enlarged their workforce diversity participating migrant employees, including in the United Kingdom (Partington, 2017). A report by People 1st (2016) pointed out that since 2011 until 2015 migrant workers in the hospitality industry in the UK accounted for 24% of the total labour force is made up of the EU countries within 45% and 55% from outside of the EU. Besides, with regard to this figure, the occupations of migrant workers in the hospitality sector in the UK that comprise of restaurant managers and proprietors with 43%, chefs and cooks almost 40%, housekeepers, kitchen-catering assistants and waiting staff approximately 30% and hotel-accommodation managers and proprietors with 19%. Thus, operational roles mainly dominate the migrant workforce (People 1st 2016)

Research on migrant workers in the hospitality industry has been steadily growing, emphasising opportunities and challenges, structures and characteristics, working conditions, and policy barriers (Baum, 2007; Baum et al., 2007; Devine et al., 2007; Dyer et al., 2010; Janta et al., 2011; Rydzik et al., 2012; Rydzik et al.,

2017). Recent researches have demonstrated that food eaten in the workplace affects employees' health, morale, performance and productivity, and moreover impacts on the success of organisations (Quintiliani et al., 2010; Symonds et al., 2013; Dickson-Swift et al., 2014).

Employees eat at least one meal per day in the workplace on a regular basis, carrying implications for their physical and emotional wellbeing. As for migrants, this can be challenging in a host country owing to food culture differences. Therefore, given the importance of employee wellbeing as to worksite meal, this study investigates migrant workers perceptions of the food eaten in the hospitality workplace. Eleven in-depth, face-to-face, semi-structured interviews were conducted with migrant workers in three and four stars hotels in the South West of England. The findings indicate that the food consumed in the workplace is perceived as unhealthy, heavy, sugary and fattening, and therefore unappealing. In addition; low-mood, unhappiness, unpleasant and guilt are described as negative emotional responses after eating worksite meal. This partly informs a decision to consume their home country food away from work.

Key words: workplace food, wellbeing, migrant workers, unhealthy, unhappiness, traditional cuisine

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The Influence of adopting sustainable tourism practices towards sustainable performance among Malaysian tour operators

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INTRODUCTION

Sustainable tourism has emerged in recent years as an important consideration in tourism development globally. According to UNWTO & UNEP (2005), sustainable tourism refers to tourism development that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the tourism industry as a whole, the environment, and the host community. Tour operators have an obligation towards sustainability of tourism destinations in addition to business sustainability. In Malaysia, tour operators are facing difficulties maintaining business sustainability and they are encouraged to get involved in destination sustainability, especially when it comes to ecotourism destinations. Therefore, this study was conducted to determine the effect of the adoption of sustainable tourism practices on sustainable performance in tour operators' businesses.

LITERATURE REVIEW

Sustainable tourism practices have caught the interest of many organizations worldwide. International standards for sustainable tourism practices for hotels and tour operators have been developed by the Global Sustainable Tourism Council (2013). At the same time, many countries have also developed their own standards for sustainable tourism practices for tour operators, including such countries as India, Vietnam, Australia, and Thailand. This resulted in standards that vary from country to country, with modifications from the standards set by the Global Sustainable Council (GSTC). In addition, a study by Bricker & Schultz (2011) on the effectiveness of GSTC indicates that some of the criteria were perceived as "not applicable", with respondents having identified certain barriers to their implementation. Therefore, it is required to identify the components of sustainable tourism practices for tour operators.

Studies on sustainable tourism practices and business performance are still limited to date. The study carried out by Zailani et al (2015), which focused on the effect of supply chain practices on the profitability of tourism firms, indicated the existence of a consistent relationship between sustainable supply chain management practices and profitability. The study suggested a correlation between the adoption of sustainable supply chain management practices by tourism operators and their company's profitability. However, studies that highlight on business performance focusing on sustainability are still limited.

Adoption of sustainable tourism practices

The literature regarding the adoption of sustainable tourism practices among tour operators varies considerably as researchers tend to interpret the concept of sustainable tourism based on their respective areas of research. Studies related to tour operators mostly focus on the destination perspective whereas other areas of management are still limited. In this study, the adoption of sustainable tourism practices focuses on two areas, namely, sustainable business management practices and sustainable destination management practices.

The study on the adoption of sustainable business management practices refers to the internal management capabilities that reflect the business sustainability, focusing on the areas of economic, social, cultural and environment perspectives (Seidel, Recker & Pimmer, 2010; Van Kleef & Roome, 2007). Based on preliminary analysis conducted to identify the sustainable business management practices, the areas related to sustainable business management are facility design, sustainability system, legal compliance, employee development, conserving resources, customer satisfaction, sustainability marketing, and purchasing strategy (Hamid & Isa, 2018). Based on these areas, 16 practices have been determined as sustainable business management practices that are related to the internal capability of tour operators businesses to maintain business sustainability. However, there is a lack of studies on the influence of the adoption of sustainable business management practices on sustainable performance in tour operators' business.

H1 : There is a significant relationship between sustainable business management and business performance.

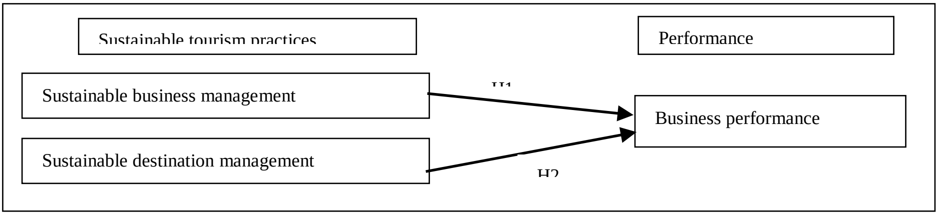
The second area of sustainable tourism practices is sustainable destination management practices, which is related to the extent of company dealings with the local community and destination management on sustainability basis (Fredericks, Garstea & Monforte, 2008; Poudel & Nyaupane, 2013). A preliminary analysis conducted suggested that sustainable business management practices are related to community development, contribution for conservation, interpretation and education, preservation of the environment, benefits of cultural heritage, and supply chain efforts (Hamid & Isa, 2018). Fifteen items have been identified as related to sustainable business management. Even though many studies on tour operators focus on destination basis, there still exists a lack of studies that sought to determine the relationship between sustainable destination management practices and business performance. Therefore, this study was conducted to explore the relationship between adoption of sustainable destination management practices and business performance.

H2 : There is a significant relationship between sustainable destination management and business performance.

Zailani et al. have conducted a study in 2015 on the business performance of tour operators in Malaysia based on their profitability. However, very few studies have been carried out that aim attention at sustainable performance in tour operators' business. In measuring the sustainable performance in business, previous studies focused on the three areas of economic, social, and environment impact. Therefore, this study highlights the performance of tour operators based on economic, social, and environment impacts.

The theory applied in this study is the resource-based view theory that indicates that firms compete with their resources and capabilities (Barney & Duschek, 1991). Based on this theory, the adoption of sustainable tourism practices is introduced as the company resources that can add competitive advantage from sustainable tourism perspectives.

Figure 1: Theoretical Framework



METHODOLOGY

This study employed quantitative survey with structured questionnaires. The survey questionnaire consisted of demographic session, adoption of sustainable business management practices (16 items), adoption of sustainable destination management practices (15 items), and business performance focusing at economic, social and environment perspectives (15 items). The scales used were a 7-point

Likert scale (very low to very high) for adoption of sustainable tourism practices and a 7-point Likert scale (strongly disagree to strongly agree) for performance. Items for the adoption of sustainable tourism practices are from the preliminary phase conducted in this study and two expert panels were used to validate the practices. Meanwhile, the items for business performance focusing on economic, social and environment performance were adapted from Kafa, Hani & El Mhamedi (2013) and Yang (2013).

The respondents for this study were managers/owners of tour operators' businesses in Malaysia and they have knowledge of their business operations. A clustered sampling was applied to all tour operator respondents from 13 states in Malaysia. A total of 450 questionnaires were distributed and the usable responses totalled 190, with a response rate of 42%.

The common method bias test was performed through the exploratory factor analysis with an unrotated factor solution using SPSS. For this study, based on Harman's one factor analysis, eight factors were presented and the most covariance explained by one factor of 46.044 which not more than 50%. Therefore, common method biasness is not contaminant for research result.

The data was analyzed using SEM – PLS 3.0 to examine the relationship between the adoption of sustainable tourism practices looking at sustainable business management and sustainable destination management with the business performance. The two-step approach was taken which looked at assessment of measurement model and assessment of structural model.

RESULTS

In this study, 190 usable surveys were used and analyzed. The central region contributed to a higher percentage of respondents due to the concentration of many tour operator businesses and travel agencies within this region as compared to other areas in Malaysia. In terms of firm size, the majority of respondents had staff size numbering less than 5. From firm age, a higher of respondents in this study has been operating for 11 years or more.

Measurement model result

The PLS test is used to analyze the measurement model based on four factors of internal consistency, factor loading, convergent validity and discriminant validity. The result is shown as below:

Table 1 : Validity and reliability result

Constructs	Item	Loadings	AVE	CR

	s			
Sustainable business management	16	0.499-0.731	0.421	0.920
Sustainable destination management	15	0.602-0.832	0.521	0.941
Business performance	15	0.718-0.865	0.656	0.966

The convergent validity is assessed using the factors loading and AVE value. As indicated in Table 1, all the loading is between 0.499 – 0.865 and as indicated by Igbaria, Guimaraes & Davis (1995), the loading of at least 0.5 is accepted. All the constructs have high CR value > 0.9 which meet the threshold value of > 0.7. However, the AVE of construct sustainable business management is lower than 0.5 but as stated by Fornell & Larcker(1981), if AVE less than 0.5 , but CR values is higher than 0.6, the convergent validity of the construct is still adequate.

The second part is on discriminant validity analysis and the first part is by means of comparing the cross loading between constructs. The result indicated that all indicators load high on their own construct but low on other constructs. The second part is by using HTMT criterion and the values smaller than 1 (Henseler, Ringle, & Sarstedt, 2015) showed the true correlation between two constructs. Therefore, both analyses confirmed the discriminant validity of all constructs.

Structural model result

The second part of assessment is on structural model and the first issue is the lateral collinearity even when the discriminant validity has been confirmed. The VIF value of 5 or higher (Hair, Sarstedt, Ringle, & Mena, 2011) may indicate potential collinearity problems. In this study, all the VIF values between 1.6 – 4.8 are lower than 5, indicating that lateral collinearity is not a concern in this study.

In this study, 2 direct hypotheses were developed between constructs and to test the significant level, the t-statistics for all paths were generated using Smart PLS 3.0 bootstrapping function. Both relationships were found to have t-value >1.645, thus significant at 0.05 level of significance. Specifically, the predictors of sustainable business management (β=0.334, P<0.01) and sustainable destination management (β=0.575, P<0.01) are positively related to performance, which may explain the variance of 74% in performance. Therefore, H1 and H2 are supported.

Table 2: Structural model result

Hypothesis	Relationship	Std Beta	Std Error	t-value	Decision	R^2	F^2	Q^2
H1	Sustainable business management > performance	0.334	0.092	3.622	Supported	0.740	0.168	0.442
H2	Sustainable destination management > performance	0.575	0.097	5.953	Supported		0.500	

The R^2 value of 0.740 is above the 0.26 values as suggested by Cohen (1988), which indicates that this is a substantial model. The effect size (F^2) in this study is calculated and the adoption of sustainable tourism practices has been found to have a large affect (0.5) as compared to the adoption of sustainable business management (0.168) that is linked closely to medium effect for performance. Finally the predictive relevance (Q^2) is examined using the blindfolding process. The Q^2 value in this study is 0.442 which larger than 0 (Chin, 2010), indicating that the model has sufficient predictive relevance.

CONCLUSION

Tour operators' businesses have a responsibility towards sustainable tourism. The adoption of sustainable tourism practices among tour operators is among the highlighted subjects in sustainable tourism. This study exploring the relationship between the adoption of sustainable tourism practices – focusing on the two major areas of sustainable business management and sustainable destination management – and subsequent business sustainable performance. The results indicate that the adoption of sustainable business management practices and sustainable destination management practices have a positive relationship with business performance. These results are similar to those of the study on supply chain management practices and profitability by Zailani et al. (2015) that also have positive relationship within the Malaysian context.

This study has identified the adoption of sustainable business management and sustainable destination management having a positive relationship with sustainable business performance. Therefore, for the tour operators' businesses to add competitive advantage in their company, they have to adopt both sustainable business management and sustainable destination management practices in their daily operations. This study further identifies the adoption of sustainable tourism practices as the firm resources that can help organization to add competitive advantage in tourism industry.

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Budget hotels' response to the airbnb growth: Evidence from an urban destination

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INTRODUCTION

The exponential growth in the peer-to-peer accommodation business model has revolutionized the tourism and hospitality industry. The traditional lodging industry and specifically the budget hotels are argued to be largely influenced by and increasingly susceptible to the disruptive innovation of the Airbnb business model (Guttentag, 2015; Guttentag & Smith 2017). However, the response of budget hotels to the Airbnb growth is still under-studied in the existing literature. Specifically, empirical investigation confirming the proposition that budget hotels are threatened by the Airbnb business model is scant. Moreover, our knowledge of the strategies developed by these hotels to respond to the increasing demand for peer-to-peer accommodation is limited.

Accordingly, the contribution of the current study is threefold. First, it draws on the perspectives of budget hotels' managers to examine whether budget hotels are threatened by peer-to-peer accommodation business model. Second, while a considerable amount of research addressing the impact of Airbnb business model on traditional lodging businesses has been conducted in mature economies (e.g., Zervas, Proserpio, & Byers, 2017), the topic remains largely neglected in maturing economies. Thus, the current investigation provides empirical evidence from a different perspective. Third, while unprecedented attention has been given to the impact of Airbnb on the traditional lodging industry, little is known about how hotels react to the Airbnb growth in terms of the adopted competitive strategies. Therefore, the current study endeavors to fill this gap in the existing literature to add theoretical development and suggest practical implications.

LITERATURE REVIEW

The growing popularity of the sharing economy platforms such as Airbnb enabled customers to engage in a sort of small-scale economic activities whereby services are exchanged with peer customers (Abrate & Viglia, 2017). While the sharing economy has become common in all industries, it appears to be more prevailing in the tourism and hospitality realm (Priporas, Stylos, Rahimi, & Vedanthachari, 2017). In particular, lodging businesses are argued to be challenged by the increasing supply of and demand for peer-to-peer accommodation offerings.

Past research addressing the impact of Airbnb offerings on the traditional hotel sector has widely referred to the disruptive innovation theory as a foundation to understand the sharing economy (e.g., Guttentag, 2015; Guttentag & Smith 2017). This theory suggests that a disruptive product may underperform in terms of the products' key attributes but it usually offers various distinct benefits at lower prices. With time, the emerging product starts to dominate larger portions of the mainstream market disrupting traditional companies (Guttentag 2015).

The peer-to-peer accommodations are appealing to an important segment of travelers who seek authenticity and social value out of their accommodation experiences (Guttentag et al., 2018). Adequate prices of these accommodations are also argued to be among the factors increasing the demand for the Airbnb accommodations (Tussyadiah, 2015). Previous research (e.g., e.g., Zervas et al., 2017) suggests that Airbnb offerings are usually appealing to budget travelers. Therefore, budget hotels are likely to lose market share as the demand for Airbnb offerings increases. A recent study suggested that although Airbnb should not yet be considered as a direct competitor for budget hotels, it can potentially pose a growing threat in the near future (Koh, & King, 2017). However, the existing literature fails to offer insights on how hotels respond to this threat.

METHODOLOGY

Given the focus of the study on the perspectives of budget hotel managers, 1-, 2-, and 3-star hotels operating in Istanbul (Turkey) were considered as a domain for the current investigation. By April 2018, there were 247 hotels (3-star=165 hotels, 2-star=59 hotels, 1-star=23 hotels) offering 15.5 per cent of the total bed capacity of the city (Istanbul Provincial Directorate of Culture and Tourism, 2018). A purposive sampling approach was adopted. Initially, hotels located close to the key tourist attractions (e.g., historical downtown) were selected. The reason for focusing on these hotels in particular stems from the intense presence of Airbnb homes in central locations (Gutiérrez, García-Palomares, Romanillos, & Salas-Olmedo, 2017). Thus, hotels in such locations can be assumed to be more affected by Airbnb homes. While a total of 68 hotel managers were contacted and asked to participate in the study, 19 managers accepted to participate yielding a response rate of 28 per cent. Despite the relatively small size of the sample, the authors agreed on the data saturation (Glaser & Strauss, 1967) and thus additional interviews would properly reinforce the insights already gained from the 19 interviews.

Interviews were conducted over a period of 3 weeks from 8 May 2018 till 31 May 2018. The participants were given the chance to decide where and when to be interviewed. Almost all the interviews were conducted in the hotels. Interviews were digitally recorded with the consent of the interviewees and transcribed verbatim yielding a 93-page MS Word file (about 3900 words). A thematic content analysis was adopted (Braun & Clarke 2006). The first and the second authors independently read the transcriptions and applied the six-stage procedure suggested by Braun and Clarke (2006). Initially, the third author was planned to serve as a judge should disagreement arose. However, the coders discussed their findings and agreed on the final framework presented in this study.

RESULTS

As shown in Table 1, most informants were young. Male managers overweight female manager. On average, informants had over 15 years of work experience in the hospitality industry of which about 8 years were spent in the current executive position. About half of the sample (10) had a BA degree (typically in tourism and hospitality), 3 informants had a college degree while the rest (6) were high school graduate.

Table 1: Descriptive profile of the hotel managers

	Gender	Age	Total work experience in hotels	Position	Work experience in the current position
P1	Female	27	9 years	Marketing and Sales Manager	3 years
P2	Female	27	10 years	Assistant General Manager	5 years
P3	Male	36	16 years	Hotel Manager	4 years
P4	Male	42	23 years	Assistant General Manager	23 years
P5	Male	31	15 years	Assistant General Manager	2 years
P6	Male	30	12 years	Marketing and Sales Manager	4 years
P7	Male	31	4 years	Hotel owner	4 years
P8	Male	50	31 years	Assistant General Manager	7 years
P9	Male	44	20 years	Hotel Manager	3 years
P10	Male	33	9 years	Hotel Manager	2 years
P11	Male	29	5 years	Assistant General Manager	1 year

P12	Male	50	18 years	Hotel Manager	18 years
P13	Male	40	20 years	Owner	9 years
P14	Male	45	28 years	General Manager	10 years
P15	Male	66	30 years	Hotel owner	30 years
P16	Male	41	14 years	Hotel Manager	14 years
P17	Male	44	23 years	Hotel Manager	4 years
P18	Male	25	2 years	Owner	2 years
P19	Male	33	12 years	Hotel Manager	5 years

Initially, informants were asked to identify their key competitors. Most informants (17) mentioned other economy hotels in the area as their competitors. About one-third of the sample (7) viewed short-term rentals as their competitors. While about one-half of the sample (9) felt threatened by the growing demand for and supply of Airbnb, most managers (14) agreed that they lost business because of the Airbnb offerings. P11 estimated that each budget hotel in the historical downtown losses three guests per day because of Airbnb offerings. P5 mentioned “I would have 35 rooms occupied instead of 25 rooms if Airbnb did not exist”. P7 reported on a market study he conducted and claimed that the market share of his hotel decreased by around 50 percent because of the short-term rentals. Two of the 5 informants who claimed not to have lost business because of the Airbnb offerings did not exclude the possibility of losing business in the future if Airbnb will spread.

A key objective of the present study was to identify the budget hotels’ competitive strategies toward Airbnb offerings. The content analysis of the transcriptions revealed that hotel managers are largely reluctant to adopt any strategies to attract and retain travelers who are likely to choose Airbnb. These findings may be interpreted by the hotel managers’ fuzzy perceptions about Airbnb users (e.g., most hotel managers view them as crowded families who prefer more space with low price) as well as the relatively low perceived threat. Some informants (5) mentioned that they may think of adopting strategies in the future when they feel threatened with reducing prices as a potential strategy. P5 commented: “what strategy will work? We will probably do like them (Airbnb hosts) cutting our prices!”

CONCLUSION

As the Airbnb business model continues to gain popularity in many destinations over the globe the traditional brick-and-mortar lodging businesses are highly susceptible to disruption. While Airbnb hosts are usually reluctant to consider their business activities threatening for traditional lodging businesses (Alrawadieh & Alrawadieh, 2018), few would disagree that budget hotels are challenged by the increasing Airbnb supply as well as the increasing travel demand for the peer-to-peer accommodation. It becomes important to understand as to whether budget hotels re-design their offerings to re-attract an important travel segment that shifted to the Airbnb supply.

The study addressed an important yet understudied issue in the thriving literature of the sharing economy. The current study is among the first studies that examine the competitive strategies of traditional lodging companies to cope with the unpreceded growth of the Airbnb business model. Moreover, while previous research focused in destinations in the developed economies, the current study provides empirical evidence from a world's top destination from a developing economy. The generalizability of the findings should be approached with caution since the study was conducted in one urban destination drawing on qualitative data from a relatively small sample.

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Transformative tourism and entrepreneurs with purpose: 'I need to live what I believe in'

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INTRODUCTION

Reflecting our rapidly changing world, the 'transformative travel and tourism' concept has become a new buzzword of tourism studies discourse in the last few years. Proposed as a potential means of making the world a better place it has claimed to create conditions conducive to personal and social transformation necessary for a radical worldview change (e.g. Ateljevic, 2009; Ross, 2010; Pritchard, Morgan and Ateljevic, 2011; Reisinger, 2013, 2015). In this paper we provide an insight into our 4-year long project that has focused its theoretical and empirical research on the transformative potentials of tourism. More specifically, we will focus on social entrepreneurs who use their tourism enterprises as a way to live the values they believe in.

LITERATURE REVIEW

The changing impacts of travel and tourism on hosts/destinations and travellers/guests have been the traditional concerns of tourism scholars, since the international tourism boom in the second half of the 20th century. Initially, anthropological studies of tourism saw the 'golden hordes' of tourists to be destroying authentic indigenous cultures and producing serious negative social and cultural impacts (e.g. Turner and Ash, 1975; Smith, 1977). On the other hand, business and economic studies (together with international organisations) have coloured the process of change with more positive and promising views of presenting tourism as a potential panacea for many economic and social ills of 'undeveloped' countries in which international tourism was primarily developing (e.g. Bryden and Faber, 1971; IUOTO, 1976; Mathieson and Wall, 1982). Reflectively, in the 1980s a whole array of 'euphoric' peace and tourism studies emerged, seeing tourists as peace ambassadors who will bring international understanding between divided nations (e.g. Krippendorf, 1987; D'Amore, 1988). While the 'positive tourism-peace nexus' received many criticisms for the lack of empirical evidence (e.g. Milman, Reichel and Pizam, 1990; Tomljenovic and Faulkner, 2000), the 'business camp of tourism studies' (Tribe, 1997) has hardly ever challenged the dominant (neo)colonial and modern world order that has created the conflicts in the first place.

In contrast to these earlier studies, the current discourse on transformative travel and tourism brings up new dimensions, which call upon tourism's potential to assist the world in what is claimed to be a *full paradigm shift* towards 'transmodernity' rather than just either a negative or positive change within the dominant system order (Ateljevic, 2009; 2013). As Anderson and Ackerman-Anderson (2010), in their extensive experience with change management at the organisational and systemic levels, distinguish processes of *change* and *transformation* whereby the *change* happens within the existing world view, while *transformation* in fact 'is the emergence of a new order out of existing chaos…<which> begins with ever-increasing disruption to the system, moves to the point of death of the old way of being, and then, as with the phoenix, proceeds toward an inspired rebirth' (p. 61). It is with this vision that transformative travel in its potential to transform individuals to the point of a radical inner and then outer change was firstly coined in the therapeutic and counseling field (Kottler, 1997; Ross, 2010).

In reviewing tourism studies on the same subject a few recent streams of discourses can be identified. Firstly, Ateljevic (2009) has situated travel and tourism in the context of the transmodern paradigm shift through which it is claimed that many epistemological and political dichotomies can be transcended (Dussel, 2002). She poses the question if transmodern tourism can assist to transform the world towards a more optimistic and hopeful planetary future based on the evolution of collective consciousness. Ateljevic (2011, 2013) continues to argue that 'new tourism and travel forms' are actually one of the key indicators that manifest the global paradigm shift as it is enough to look at the profile of cultural creatives to establish the case in point (for more empirical evidence see UNWTO & Institute for Tourism (2016) report). Elsewhere, Pritchard, Morgan and Ateljevic (2011) have further reformulated this transmodern perspective into the concept of hopeful tourism scholarship. It is described as a values-led, humanist perspective that strives for the transformation of our way of seeing, being, doing and relating in tourism worlds and for the creation of a less unequal, more sustainable planet through action-oriented, participant-driven learnings and acts.

On the other hand, Lean, Staiff and Waterton (2014) and Lean (2016) oppose the transmodern stance to be overly optimistic as they remain firmly anchored within the postmodern paradigm of mobilities and fluid identities. Likewise, they are also extremely critical of the positivistic school that is: 'situated in an out-dated paradigm of tourism/travel research that has a modernist fascination with developing typologies and conceptualising travel as movement between static, unchanging location in a formulaic and predictable manner' (p. 14). Hence, sitting between the modern and transmodern perspective, Lean together with multiple authors from gender and cultural studies, cultural geography, media, culture and creative arts, philosophy, literary studies, etc. engages with typically postmodern questions of identity, memory, disillusion, desire, representations and stories, heterotopia, transpositions/in-between spaces, myth, longing, dispossession, rituals, hypomnemata/self-writing, liminality, symbolic transformations, intertextuality, to list a few. Yet, Lean (2009) initially did argue that the primary goal of transformative tourism should be to create, nurture and inspire individuals/travellers as 'sustainability ambassadors' who can bring about social change and deliver ideals like sustainable development.

Finally, significant volumes on the potentials of transformational tourism edited by Reisinger combine modern and postmodern epistemologies and from both tourist (2013) and host perspectives (2015). In both editions, multi-authors explore the issues of how travel and tourism can change human behaviour and have a positive impact on the world. Investigating various types of tourism such as educational, volunteer, survival, community-based, eco, farm, extreme, religious, spiritual, wellness, and mission tourism, the authors provide empirical evidence of how these specific forms of travel as well as hosting provide conditions that foster the process of transformation. Yet all empirical studies from host perspectives rarely focus on entrepreneurs of transformative tourism themselves and this paper fills that gap.

METHODOLOGY

While our Trans-tourism project has used a variety of methodologies across a whole range of stakeholders and places, in this paper we only discuss the generative analysis of our multiple conversations and in-depth interviews with over a dozen tourism entrepreneurs in Croatia, the UK and Germany. Our informants have been chosen either on the basis of our Internet search and their web sites or through people in the sector (either local government or other entrepreneurs), who were familiar with our project, hence could point to the enterprises that appeared to fit the principles of transformative tourism. In-depth interviews and conversations with our informants were often combined with a full immersion in their places/experiences. Within the word limitations of this paper we will only present key commonalities, which reached 'theoretical saturation' across all informants rather then presenting individual examples.

RESULTS

The key finding of all informants has been that they all want to live more fully and authentically with a meaningful life purpose and in the greater harmony with nature and humanity. Most of them at some point in their lives got depressed by the feeling of being 'stuck' in a system in which they no longer believe in; by running the 'rat race' of climbing a career ladder and working only for money. Their internal shift happened either when they experienced a huge personal life change or through 'unusual' travel experiences that touched upon this suppressed sentiment and helped them to reflect and make the necessary changes in their lives. Once they reached 'the point of no return' as Ross (2010) explains from his therapeutic view, the inevitable question posed itself: 'how do I live now when I do not believe in such a system anymore?' Then their tourism enterprises (that either combined their hands-on skills, hobbies or a move to rural living) often served as venues through which they could manifest their commitment to change their lifestyle and live more close to their own truth, while at the same time providing a fairly sustainable livelihood (albeit living more simply then in their previous overtly urban and consumerist lifestyle). The key motivation that was solidly expressed across all informants was: 'I need to live what I believe in'. However challenging that may be while the dominant system continous pushing the old paradigm of consumerism, competition and status achievement.

CONCLUSION

Our paper makes an important contribution in showing how the travel and tourism arena does not only assist in triggering or nurturing people's inner radical change but also provides a venue for social entrepreneurship through which a new system order and potentially transmodern paradigm can be put forward and manifested in practice.

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An overview of sport tourism supply: The case of Romanian national tourism fair exhibitors

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INTRODUCTION

Starting in 1999 in Bucharest, the Romanian largest tourism exhibition is organized and hosted by Romexpo S.A. in two editions annually (spring and autumn fair) in partnership with the Romanian Chamber of Commerce and Industry. This event represents the best opportunity to present tourism offers and to promote the touristic regions of Romania and other countries.

With 13,470 visitors in November 2017 (+25% increase compared to 2016), 204 exhibitors from 12 countries (Austria, Bulgaria, Cuba, Greece, Hungary, Israel, Italy, Palestine, Poland, Romania, Spain, Ukraine) and 21% internalization degree, the Romanian Tourism Fair autumn edition has brought together some of the most important tour operators, consultants, agencies and associations from Romania and other countries, offering to the visitors various bonuses, loyalty cards and other facilities for their travels. This tourism fair was organized in the C1 – C5 halls of the Romexpo Center, with 13,400 square meters of expositional surface.

More successful enjoyed the spring edition of Romanian Tourism Fair 2018 held in February, with 23,000 visitors, 290 participating companies and exhibitors from 14 countries (Albania, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Israel, Italy, Republic of Moldova, Palestine, Romania, Spain, Turkey, Ukraine). This edition took place in a new exhibition area (pavilions B1 and B2 of the Romexpo Center), bigger and modern, with a total area of 15,300 square meters.

In this paper we have tried to answer to the following research questions:

1) How is used sport and sport tourism in the communication of the Romanian tourism fairs' exhibitors?

2) What is the difference between the spring and autumn tourism fair edition?

The aim of this paper is to examine and investigate the sports tourism supply in the communication of Romanian tourism fairs' participants during two editions and to provide an overview of the biggest tourism fair in Romania.

LITERATURE REVIEW

Sport tourism is an evoluting concept since the late 1980s (Bouchet & Sobry, 2018). Thirty distinct definitions were identified between 1993 and 2014 in only the Journal of Sport & Tourism (Van Rheenen et al., 2017). Lapeyronie (2009) pointed out that, in most sources, the concept of sports tourism is analyzed differently; it is polysemic to the extent that it can be understood as movement to go practice sports, go to a sports show or even practice sports while at a resort, which is already a three-point approach. Gibson (1998) distinguished three domains: "active sports tourism, which refers to people who travel to take part in sports; event sports tourism, which refers to a sports event; and nostalgia sports tourism, which includes visits to sports museums, famous sports venues, and sports themed cruises". Pigeassou (2004) used the same items overall, yet adding activism sports tourism, that is to say travelling induced by sports movement organizations, especially federal or professional, or the setting up of sports shows or events. Hinch and Higham (2011) pointed out that pioneering work in sports tourism considers sports as being at the origin of the motivation of movement itself, which differs from Lapeyronie's approach: "sports tourism is based on movement introducing a key variable (destination) and the processes of choice (motivation, decision)". Pigeassou wrote (2004) adding: "(in sports tourism) the desire to experience sports culture drives the tourist activity". In extenso, it excludes the limitation to travelling in connection with a sports event only (Deery, Jago, & Fredline, 2004), although the socio-economic activities of sports events have been strongly evolving under tourist professionals and organizers.

This approach ignores stays focused on physical activities, visits to high places of sports or participation in a sports show which were not planned during a trip due to other purposes. However, for Hinch and Higham (2011) "sport is recognized as a significant travel activity, it is a primary, a secondary or even a tertiary feature of the trip". In his tourism classification attempt, Leiper (1990) called a tertiary attraction "an attraction unknown by the tourists before they headed to their destination, therefore elected on other criteria, but which might become an attracting element during their stay", what Gammon and Robinson (2003) called "tourism sport" and Sobry (2005) called "opportunity sports tourism". The works of Bouchet and Lebrun (2009) suggested extending the domains of sports tourism as well, considering sports tourism as defined once the choice of a tourist stay has been made by a holidaymaker, in a destination largely determined by the practice of one or more physical activities, in either a natural or an artificial place, more or less developed, or by the active participation in a show or a sports expedition, over several days, either embellished by one or more unexpected, accidental or contingent physical activities, or by an event or even by the presence of family or friends on the premises.

By integrating "opportunity sports tourism", the fields of application of this economic sector are growing and allowing a better understanding of how companies create jobs and participate in the animation and the valorisation of a place (Bouchet & Bouhaouala, 2009) for various clienteles, whether on or off season, per day in a local tourism or during a short, medium or long stay in different types of sedentary or mobile accommodation.

The holiday makers' process of choosing (Bouchet & Lebrun, 2009) then appears as the result of a subjective evaluation, in terms of "experiential" thresholds, rather sensory and affective, and "functional" thresholds, rather rational and cognitive, between the ranges of products offered and the experiences that the tourists wish to satisfy according to their resources physical, temporal or financial. Tourism fairs in which the researcher focused just on sport tourism are a good space to experience the strategies developed to convince the consumers on one side and to answer to their wishes on the other one.

METHODOLOGY

The data were collected during the 38th and 39th Romanian Tourism Fair editions held in Bucharest: 16 – 19 November 2017 (autumn edition) and 22 – 25 February 2018 (spring edition). We studied published secondary visual data such as: tourism fair catalogue, banners, and images of destinations, tourists, locals and sport attractions. In this regard the following steps have been performed:

A) a content analysis of *the official tourism fair catalogues* was carried out;

B) the visual identity elements of the tourism fair, respectively *the banners* were analyzed;

C) *pictures* of the exhibitors' stands were taken and analyzed focusing on:

- the type of products offered (sport tourism, adventure tourism, event sport tourism, etc.);
- the images used to illustrate the products: the type of support they were presented (posters, video, sports equipment, etc.).
- Atlas.ti software was used to analyze the data collected.

RESULTS

A. *The content analysis of the two official tourism fair catalogues* reveals the following:

- concerning the autumn edition (November 2017), only 9 out of 204 exhibitors (4.41%) used sport activities in the presentation of their offer for being listed in the catalogue. The sport activities were the following: adventure tourism, archery, basketball, fishing, foot tennis, football, giant chess, horse riding, hunting, mountain tourism, paragliding, **skiing**, snowboarding, sport events, squash, table tennis, tennis, volleyball (sand), and water sports. Taking into account that the winter season was approaching, skiing was the most common word in the description.

- the spring edition (February 2018) hosted with 42.16% more exhibitors than the autumn edition 2017. For 11 out of 290 exhibitors (3.79%) the sport activities were included in the presentation of their offer, as follows: active tourism, adventure tourism, archery, basketball, **biking**, extreme sports, fishing, football, foot tennis, giant chess, golf tourism, horse riding, hunting, **mountain tourism**, off road, regatta, sailing, skiing, sport and leisure, squash, table tennis, tennis, volleyball (sand); water sports, winter sports, yachting, more used were biking and mountain tourism.

B. *The analyze of the visual identity elements of the tourism fairs (the banners):*

The visual image of the *2017 autumn edition banner* is subject to the following interpretative line: the photo is composed of three images, the first one signifying an autumn landscape (trees with rusty leaves, river stones, flowing water) and the other two the winter, with white predominant colour (snow, blue sky, chairlifts and some skiers in the first landscape, respectively snowmobile descent in the second one). This banner contains linguistic messages (here *Targul de Turism* - Tourism Fair - and more emphasized, *Romanian*), iconic (the objects of these images, described above) and plastic (the colours) that focus on two essential connotations: the nature and especially the practice of outdoor sport activities (being in two out of three images) - here skiing and snowmobiling (see Figure 1).

Figure 1. The banner of the Romanian Tourism Fair autumn edition 2017

Concerning *the banner of the 2018 spring edition,* it is an overview dedicated to the sunny summer holidays. A soft feminine figure with the top of the face hidden under a sun hat, recounts the pleasure of exploring the world travelling by plane. At a careful decoding of the image on her hat we find a mix of objects on a sunny beach with golden sand: palm trees, sun umbrellas, sun beds - meaning relaxation, nature and two surfboards that urge to practice sport activities. A catamaran on the left side calls us sailing in the calm waters of the sea (see Figure 2).

Figure 2. The banner of the Romanian Tourism Fair spring edition 2018

C. The analyze of the pictures of the exhibitors' stands

The pictures that were taken during the autumn tourism fair edition 2017 shows that 34 out of 204 exhibitors (16.66%) used images (majority being posters) with sport activities in the display stands to promote their offers, these activities being the next: accrobranche (tree climbing), adventure tourism, balloon adventure, boating, cycling, fishing, hiking, horse riding, ice climbing, motocross, mountain biking, mountain tourism, paragliding, skating, **skiing**, sled dog, snowboarding, via ferrata, yachting, also this time skiing was the most exhibited.

During the spring edition 2018 only 38 out of 290 exhibitors (13.1%) have used images with sport activities in the exhibitors' stands, as follows: accrobranche, archery, balloon, climbing, fishing, hiking, football, golf, horse riding, motocross, mountain bike, **mountain tourism,** nautical tourism, off road, paragliding, rafting, scuba diving, skiing, wind surfing. This time mountain tourism was the most presented.

Concerning the type of support for the two editions of tourism fair the poster was most used but in the same time the number of stands with screens and totem multimedia was increased considerably.

CONCLUSION

In this paper we analyzed the content of two tourism fairs in Romania, focusing on the sport tourism offers. It appears that this part of tourism is really not well represented, mostly if compared with the fairs in France, for instance. We can observe that at the autumn Romanian Tourism Fair, only some months before the beginning of the winter season, ski offers are very weak. It may be explained by the weakness of the ski resorts in Romania and/or by the purchase power of the Romanians, ski being an expansive sport and the people having money to practice it preferring to go abroad, toward Italia, Austria or France.

Foreign exhibitors are rare in the studied tourism fairs in Romania, mostly the autumn one. Several explanations can be proposed: the Romanian market is narrow, with only about 20 million inhabitants in the country, and the purchasing power is, generally speaking, low.

The spring edition was of better facture with a large and modern space, comparable to the occidental fair spaces when the autumn one was organized in a rather small and old building. Cause or consequence, the number of foreign exhibitors was more important, with a higher offer in number and quality and the number of visitors was more important, too.

If we compare these fairs with the formers, it appears that the quality is higher and higher, reaching the occidental standard.

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Iran`s Islamic and Halal tourism development challenges

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INTRODUCTION

Tourism in Iran has a difference that one can consider it as a specification that based on its sociocultural context especially religious issue. Islamic tourism is one area in which Iran has been active in terms of planning for more developments and aiming to attract more tourists. Tourism policies in Iran are more consequential from the country's specific socio-religious context than from patterns of planning. This research has tried to investigate aspects of the relationship between Islam and tourism, focusing on the Islamic and Halal tourism for tourism development in Iran.

No doubt religions form human behaviors, culture and customs; as evidence, different lifestyles and customs like eating and drinking. The number of international tourist arrivals worldwide increased from 845.7 million in 2006 to 1,135 million in 2014 and International tourism receipts increased by US$ 48 billion in 2014 to reach a record US$ 1,245 billion (UNWTO, 2014). However, religious tourism has not been fully exploited due to the high sensitivity of the subject, the lack of scientific data and its overwhelming domestic nature. (UNWTO, 2011). In recent years, because of international economic sanctions and their impacts on Iran's oil and gas industry, Iranian government officials have begun to recognize the importance of the tourism sector segment for economic development. As such, with more emphasis on this industry, there has been a slight growth in both the number of tourist arrivals as well as international tourism receipts (Zamani-Farahani and Musa, 2012).

ISLAMIC TOURISM IN MUSLIM SOCIETIES

There are approximately one and a half billion followers of Islam, making it one of the leading religions globally Islam religion may include 30% of the world population in the world by 2025 (Horn, 2000). The UNWTO estimates that 300 to 330 million tourists visit the world's key religious sites each year. The Asia and Pacific region is blessed not only with religious sites but also because it forms the hub of pilgrim centers, religious festivals, and other related cultural activities of a religious nature (UNWTO, 2011). As Scott and Jafari have examined one important reason for study of Muslim world is that the trajectory of tourism development may not follow a pattern identical to that found in other countries (Scott and Jafari, 2010). The importance of visiting sacred sites in Islamic religion (Zyiarat) also makes travel an integral part of the Muslim psyche

Most Muslims reside in the 57 member countries of the Organization of the Islamic Conference (OIC), where it is the dominant and often formal or informal state religion (OIC, 2008). The number of international tourist arrivals into the OIC countries was growing by an average annual growth rate of 5.5 per cent during the period 2007-2010. Yet, in 2011, the number of international tourist arrivals in the OIC countries, for which the data are available (40 countries), declined to 151.6 million, corresponding to a slight decrease by 2 per cent over 2010. Consequently, the share of OIC region in the world tourism market decreased slightly to 15.2 per cent in 2011 compared 16.3 per cent in 2010. The problems facing tourism and the development of a sustainable international tourism sector in the OIC countries are diverse as each country has its own tourism features, level of development and national development priorities and policies. In fact, if properly planned and managed, tourism sector could play a significant role in the socio-economic development of the OIC countries. It is for this reason that tourism has recently assumed greater importance on the agenda of the OIC, where seven Islamic conferences of tourism ministers and a number of expert group meetings and seminars on tourism development were held during the period that elapsed since the 1st Islamic

Conference of Tourism Ministers (ICTM), which was held in Isfahan, Islamic Republic of Iran, in October 2000 (Ibid)

IRANIAN ISLAMIC TOURISM AND SOCIOCULTURAL CHALLENGES

Islamic Republic of Iran is in the South Asia and heart of the Middle East region with 1,648,195 km^2 area and 80 million population. Iran has as one of the world's oldest civilizations, it is in eighteenth world's rank in terms of size, population and economy (World Bank, 2009), (UNDP, 2010) and has a unique place in world tourism map, but it faces major challenges in tourism development.

As O'Gorman et al. (2007) observed, Iran's natural characteristics along with its archaeology, cultural heritage, and traditions are an ideal and important tourism destination for foreign tourists. Researching Iran's tourism development is a Herculean task. Its vastness, complicated structure, highly unique model of its political structure, lack of ready-available data as well as minimal attention to build data bases, and the lack of awareness of tourism per se. (Alipour and, Heydari Chianeh, 2005). Tourism's contributes around 3% to total capital investment and as 2.39% of export ranks 143 out of 181 countries on this measure (WTTC 2011). Domestic tourism is one of the largest markets in the world with some 27 million tourists recorded in 2011(Iran Daily 2012). International arrivals are comparatively low; however, since 2013, Iran has seen continuous growth of arrivals. Future development may be expected if political economy challenges and Middle East instability are reduced.

Iran's sociocultural context should be considered as a one of the most important factors in stagnation of tourism development in Iran. From cultural challenges of Iran tourism development it can be referred to cases such as religious inflexibility, lack of rational conceptual framework in society about tourism and its socioeconomic positive consequences and lack of conceptual expansion of travel and tourism as an excellent phenomenon and necessity of contemporary lifestyle. In Iran's traditional society mentioned cases probably are rooted in factors such as lack of appropriate image of tourism and tourists, cultural and religious contrasts and history of colonization that can be led to xenophobia even anti-tourism view Heydari Chianeh and Rezatab., 2012). However, despite this wealth of tourism resources, Iran has a very small fraction of this global industry, especially when compared with similar countries in the region. The Iranian Revolution in 1979, the Iran-Iraq war (1980-1988), and the ongoing tensions between Iran and the West (Bahaee, et al 2014) have severely impacted its international tourism industry. Based on the most recent available data (UNWTO, 2012), Iran's global share of tourism receipts and arrivals was negligible (0.2%). Even within the region, Iran's tourism industry significantly underperforms compared to comparative countries of Turkey and Egypt and Malaysia (Figure 1).

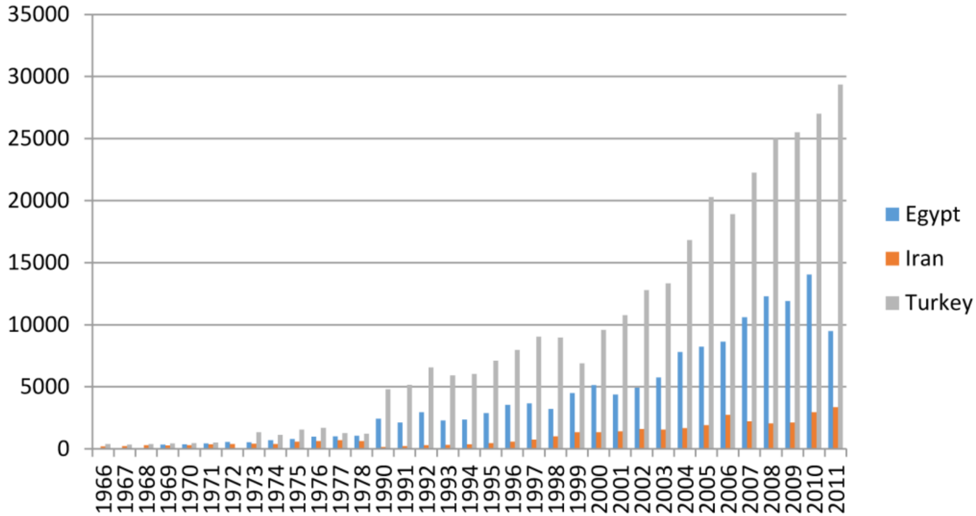

Figure 1. International Tourism Arrivals (000's)

Malaysia, Egypt and Turkey are examples of these countries that in spite of having commonalities they encounter with different relatively successful experiences, they experience different trend in tourism that indicates different political economy approach in tourism development.

IRANIAN ISLAMIC DESTINATION

Tourism policy and planning in Iran is both a political and social issue and there is a lack of private sector development. Instead of aligning the domestic norms with the international ones, the country seeks to adjust world tourism to its domestic conditions. Insistence and emphasis on the international tourists' observance of local religious norms has led to a decline in inbound tourism. Iran's tourism promotional efforts are hampered by a negative image of the country that is more perceived than real. The vast wealth of religious and cultural sites, events and festivals make Iran an ideal pilgrimage destination for Muslims who are in quest of religious fulfillment not to mention a fascinating destination to others who appreciate art, culture, cuisine and warm hospitality at a relatively modest price (Zamani-Farahan, 2011). The role of pilgrimages in Iran is quite specific to the country as there is a long tradition of visiting shrines (Ziyarat) of which there are many in Iran itself as well as in neighboring Iraq that are revered by the Shias (Zamani Farahan,2011). The main source countries for pilgrimages to Iran have been Syria, Lebanon, Bahrain, Kuwait, and Saudi Arabia. Although Saudi Arabia is largely considered a Sunni country, 15% of the population are Shia and hence look to Iran for religious authority and key sites. This type of tourism holds the most potential in the short term in Iran, as political and security issues are likely to remain.

The majority of incoming tourists in Iran are religious tourists visiting the notable Shia shrines of Imam Reza in Mashhad city and his sister Fatima in Qom city. As for the only pilgrimage in Iran is estimated that from 1978 to 2011 there was a sharp increase from 6.29 million as of pilgrims in 1978, it has come to 27 million pilgrims in 2011. Nowadays there are more than 1100 Shiite shrines, but not all have the same importance and consequently not all of these sanctuaries accommodate an equal number of faithful.
The most visited shrines in Iran - *Ziyarat* – housing the tombs of the eighth Imam in Mashhad and his sister Fatima in Qom, the other shrines – *Imamzade* - which commemorate descendants of Imam - they do not receive many pilgrims as it is of minor importance in terms of faith, whether they are located in the desert or in very remote places and their location discourages the pilgrimage (Bizzarri and Lopez, 2014). Some of the most important of Iran's Islamic and religious destinations are Shrine of *Imam Reza* in *Mashhad* -Shrine of *Fatema Mæ'sume* in *Qom*- Shrine of *Shah-e Cheragh* in *Shiraz*- *Heighoogh* e *Nabbi'* Tomb in Toyserkan- *Dāniel* Tomb in *Susa*- Church of *Qare Kelisa* in *Maku*- *Armenian M*onastic Ensembles of Iran

CONCLUSION

To visit Iran is a unique experience, the experience of being in the cradle of a civilization and culture that has had and continues to have its impact on the world for more than 2500 years of written history – antiquity versus modernization. Iran is a highly diverse country from every point of view, not least in topography and climate. The country has many specific features of its own in its landscapes, caves, inhabitants, arts and customs.
Disruption in the sociocultural practically religious functions in Iran has been led to shaping serious barriers against Iran tourism development. But beyond apparent problems there are basic difficulties in Iran sociocultural structure mostly rooted in Iranian socio-religious texture. It should be pointed that the government is a part of society and subsystem of total system of each society so governmental policies can be raised as society mirror. Jafari believes that tourism is as a subsystem of whole society affected by political and socio-economic trend in national and international levels (Jafari, 1989). Thus change in whole society approaches towards tourism as a world dynamic phenomenon is a necessary prerequisite for governmental policies approach changes.

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Tourism marketing through social networks

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INTRODUCTION

Today undoubtedly tourism more than an industry is considered to be the largest and most diverse industry in the world. Many countries regard this dynamic industry as the main source of income, employment, private sector growth and infrastructure development. Tourism is growing as one of the fastest growing economic sectors. The leading countries in economic activities allocate a large proportion of the revenue from the tourists to themselves. In fact, not only, tourism is the largest industry in the world, it is also growing day by day. Therefore, it is very important for countries to use their capabilities to develop the tourism industry. In this way, one of the factors that can improve the tourism industry of the country is the use of effective tools and parameters of marketing. The information-intensive nature of the tourism industry has an important role for the Internet and Web technology in the promotion and tourism marketing (Doolin et al., 2002). In today's competitive world technological advancement, widespread use of the Internet and the development of social networks have brought major changes in various areas of life, including economic, cultural and social. Therefore, one of the most important applications of technology and the Internet in the economic sphere is the use of social networks. Social networks focus on creating online communities of people who share their interests and / or activities or those who are interested in exploring the interests and activities of others (Shin, 2010). In the present era, the use of social networks is prevalent in most countries of the world, which almost covers the lives of individuals, and the makers of these networks use this tool efficiently, and the producers of products and services also benefit from these networks. Given the information they receive from these social networks, they can enhance product trust in the customer (Brodie et al., 2013). Therefore, one of the methods of tourism industry development is the optimum use of social networks. Tourism marketing due to its serviceability has a special sensitivity. Being intangible, instability, heterogeny, inseparability and non-proprietorship is the characteristics of this service industry, which in the marketing planning process reveals the necessity of using a combined marketing model. Correct and principled planning by politicians and activists of various tourism areas and using an appropriate combination of components of the tourism marketing mix, which can bring positive results for tourism purposes, and has brought a favorable place for the industry in the region's tourism industry (Hodsen, 2005). The issues that need to be considered for the development of the tourism industry through social networks include Trust, Influencer Marketing and Content Marketing. The purpose of this article is to explore tourism marketing through social networks.

LITERATURE REVİEW

Trust

Trust is one of the most important issues in social transactions, particularly in an online environment that there is uncertainty (Pavlou, 2003). ”Trust in a business shows that an e-vendor is honest and benevolent“ (Hajli,2014, p. 19). Two aspects recognizable of trust is Benevolence and credibility (Ba & Pavlou, 2002). Credibility based trust is a non-personal topic and refers to reputation, in fact, indicates the trustworthy and honesty of the other party in the transaction; benevolence is a relationship between buyer and seller which are frequently associated with each other (Ba & Pavlou, 2002). Considering the use of social media in the tourism industry, Online communities are created that tourists can share their travel experiences there so, information and emotions created in online societies can increase trust (Hajli, 2014). “The relationship of individuals in SNSs and the availability of social support offer trust to the network” (Hajli,2014, p. 20).

”Trust is generally crucial in many of the economic activities that can involve undesirable opportunistic behavior“ (Gefen et al. 2003, p. 53). Trust should be a specific feature of the relationship (Reichheld and Schefter, 2000) and the matter is true when a transaction occurs in social uncertainty and risk (Fukuyama 1995; Luhmann 1979). The main factor behind customer maintenance is their trust in e-vendor (Reichheld and Schefter, 2000) and trust is at the center of all kinds of relationships (Mishra and Morrissey, 1990; Morgan and Hunt, 1994). According to Reichheld and Schefter (2000), "trust should be the defining aattribute of the relationship, determining its very existence and nature, even beyond economic factors such as cheaper price" (Gefen et al. 2003, p. 52) and when an activity take place in social uncertainty, this is correct (Fukuyama 1995; Luhmann 1979). Trust is an instrument for reduce risk and social uncertainty (Gefen 2000). Trust is the belief that the reliable party will fulfill its obligations (Luhmann 1979; Rotter 1971). Gefen’s (2000) study illustrated that trust increases purchase intention. Trust is at the heart of many economic transactions for reasons of human need to know social environments that is, the others what, when, why, and how behave but it is obvious understanding and identifying a social surrounding is difficult because people's behavior is not always rational or predictable (Gefen et al. 2003).

Trust is a person's belief in the ability and willingness of the other party to trade is to establish a business commitment to the norms of communication and to preserve the covenant (Schurr & Oznne, 1985). Ba & Pavlou (2002) define trust as a person's belief that an exchange takes place in accordance with individual expectations. Trust is seen as a one-dimensional or multi-dimensional concept (Gefen, 2002). By understanding the dimensions of trust can better understand its benefits (Hajli, 2017). The main types of trust include cognitive trust and affective trust (Aiken & Boush, 2006). Cognitive trust, customer's belief and willingness to depend on the ability and compatibility of the exchange partner. Affective trust is a customer's belief to the level of care and concern of the company is based on emotion (Hajli, 2016). “In online contexts, trust is based on beliefs in the trustworthiness of an exchange party and the characteristics of competence, integrity, and benevolence” (Hajli, 2016, p. 2). In transactions that conducted through social networks, uncertainty is high due to the lack of face-to-face interactions and the high level of user-generated contents (Featherman & Hajli, 2015).

Content Marketing

The emergence of information technology in the world has brought major changes in the dimensions of the market structure globally, so that Web 2.0 technology, as the foundation of social media and social networks, makes it easy to integrate products through user engagement and interactions (Liang & Turban, 2011). Since the last decade, social networking sites have grown rapidly (Farooq and John, 2012) and have brought benefits to merchants and consumers. Online social networking sites specifically affect people's lives by creating links between people who trust these sites. Currently, consumers are using the Internet-based content-creating technologies (Phillips, 2011), which offers new opportunities for both consumers and businesses (Hajli, 2013). Social networks represent a phenomenon that is growing fast and is emerging as a top-notch web application (Chiu et al., 2008). Most web-based social networking services allow the sharing of ideas, activities and interests on individual networks. These services act as mouth-to-mouth advertisements because users repeat the information on social networks (Zhaveri, 2013). World Wide Web has transferred bargaining power from suppliers to consumers because it has a considerable effect. In today's competitive world we need to improve market intelligence and market research for tourism industry and make it easy for customers to make decisions. In social networks users generated content and tourism industry cannot ignore peer-to-peer relationship and virtual communities and user generated content (Akehurst, 2009). “Digital content is conceptualized as bit-based objects distributed through electronic channels. The term ‘electronic channels’ is technology neutral. It refers to wired and wireless networks alike.” (Koiso-Kanttila, 2010). Digital content divided by wireless networks as value added services.

Influencer Marketing

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers. Recently, the large impact and viral growth potential of social networks influencers is obvious for brands to promote their products. Social networks influencer are introduced as people who follow a massive social network of people. “As brands continue to abandon traditional advertising techniques, efforts are increasingly focused on these influencers to endorse their products among their followers and beyond.” (Veirman et al., 2017). Influencer Marketing is considered as Word Of Mouth (eWOM) because spread among followers (Abidin, 2016).

METHODOLOGY

This research is qualitative and based on the method of collecting data in a library method including: a book, an article, and a study based on online information resources like ScienceDirect, Google Scholar, Springer, Taylor & Francis Online and etc. regardless of timing. The analysis of information in this research took place in three stages: a complete review of the research literature, a list of articles related to this field, and even articles that have been subjected to study this topic.

RESULTS

Tourism is growing as one of the fastest growing economic sectors. The leading countries in economic activities allocate a large proportion of the revenue from the tourists to themselves. In fact, not only, tourism is the largest industry in the world, it is also growing day by day. Therefore, it is very important for countries to use their capabilities to develop the tourism industry. In this way, one of the factors that can improve the tourism industry of the country is the use of effective tools and parameters of marketing. In today's competitive world technological advancement, widespread use of the Internet and the development of social networks have brought major changes in various areas of life, including economic, cultural and social. Therefore, one of the most important applications of technology and the Internet in the economic sphere is the use of social networks. This research reviews tourism marketing through social networks and the results showed that despite the uncertainty on social networking sites due to the high level of user-generated content and the lack of face-to-face communication, we should seek to reduce uncertainty, which is one of the most important ways to reduce uncertainty is trust, which is a key concept in interactions. Influencer marketing is one of the most important tools that reduces the time of communication with the audience and attracts the audience to a wider and faster extent and through content marketing we can attract many tourists and hold them for a long time.

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Evaluation of geotouristic potentials of hunting prohibited region of Mishodaghi in order to sustainable development of tourism by Comanescu Method

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INTRODUCTION

Geomorposites have a significant importance in development of tourism. The hunting prohibited region of the Mishodaghi is of regions which benefit from significant potential in attraction of tourist because of geotouristic attractions diversity. In the present research, by field reviewing, the potential of 5 famous and selected geomorphosites by tourist, were identified as well as data and potential of any geomorphosite evaluated through questionnaire based on Comanescu method. The results of research show that, among the reviewed geomorphosites, Payam Ski Piste one with score 68 and Pirbala waterfall with score 47 have designated maximum and minimum score in comparison with other ones respectively. The evaluation of any geomorphosite will provide significant role in planning suit with geotouristic potentials of any region and investment in order to attract a tourist.

LITERATURE REVIEW

Geotourism provides tourism ground in geosites and protection of terrestrial diversity and helps to knowledge of earth sciences through conservation and learning. Access to this aim, is realized through visiting from geologic phenomenons, using the sightfull routes and places with geodogical attractions, touring and supportive measures by related settings and visiting from geosites (Newsome & Dowling, 2010).

Geotourism emphasizes on protection and support of key five dimensions of geographical features of a region, i.e environment, Culture, aesthics, science, learning and welfare of local people (Stokes et al., 2003).

Whereas nowadays, the economic value of tourism is to some extent which is called as an industry, the value of geomorphosites in emprovement of economic situation of any country seems undeniable and is considered a major solution to enhance the income and reduce poverty in especial in developing countries.

Location of hunting prohibited region of the Mishodaghi

The hunting prohibited region of the Mishodaghi is 131426 hactars and located on East Azarbaijan of four season Iran. This region is so importance in terms of locating in protected regions of Merkan and Yekanat region from north and western north and Melli Park of Uromieh lake from south. The north hillside of this highland is the origin of permanent rivers which run in south to north direction.

It's major landscapes such as green and fresh pastures with permanent gully, recrfeational potential in four seasons of year, beautiful valley of Abshar Darasi, country peak of Goy Zangi and and peaks of Alamdar and Misho, natural meadow Yeri Shanjan, Payam Ski Piste, green gardens of Koshk Saray and Yamchi, Shah Abbasi Carvanserai, shrines and tombs are notable, and it's prominent animal species of this region include wild goat, caracal, wild wolf and urial.

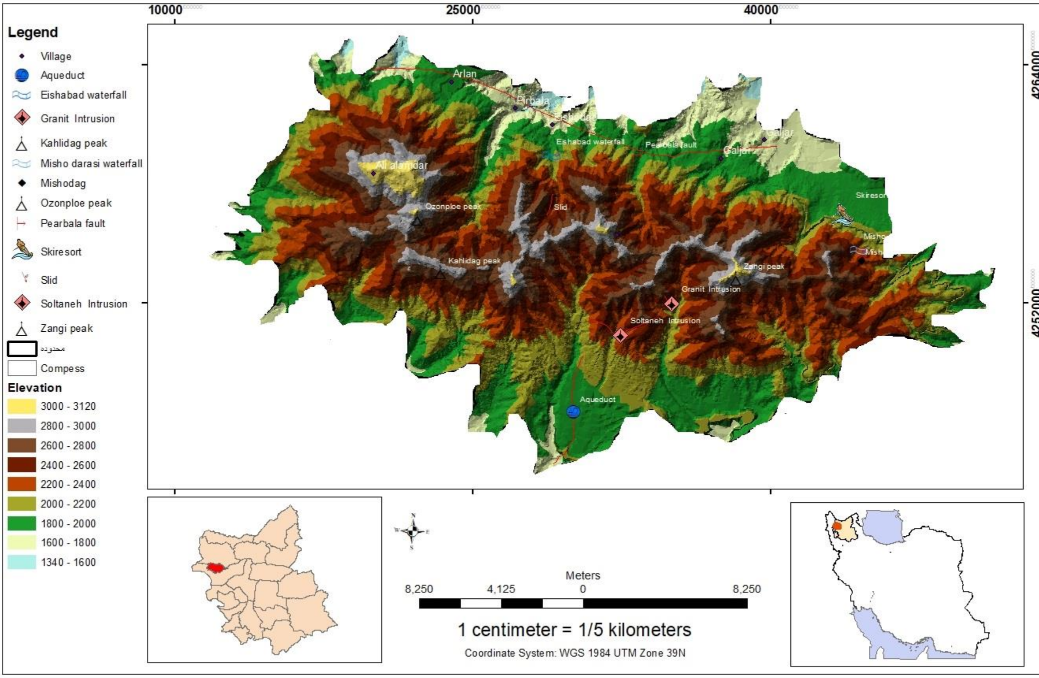

Figure 1. Mishodaghi location in East Azarbyjan of Iran

Introducing selected geomorphosites of hunting prohibited region of the Mishodaghi

1. Payam Ski Pist: In some regions of snowy places of Mishoo Daghi, the wind hase low speed because of it's especial topographic location and for this reason is considered a suitable region for winter sports and based on it, Ski Pist has established in one of these regions.

2. Misho Peak: This peak is located on south section of Marand county and western south of Payam Ski Pist with altitude 2855m and $45^{\circ}\ 37'\ 14''$ eastern longitude and $38^{\circ}\ 19'\ 33''$ northern latitude. Misho Peask is considered one of the most beautiful and attractive places of Azarbaijan's peaks.

3. Goy Zangi Peak: Goy Zangi peak is a one of the Misho mountain range's peaks. It is located on south of Marand county with altitude 3076m. one shelter was constructed on northern side of peak and in time space of 10 minutes and is used by tourists.

4. Eysh Abad waterfall: This waterfall is located in 45km of western south of Marand county and surrended by western valleys of Misho mountain with geographical location of $45^{\circ}\ 36'\ 42''$ eastern longitude and $38^{\circ}\ 21'\ 01''$ northern latitude. Eysh Abad waterfull is one of the sightfull places of East Azarbaijan which is located in suburbs of Marand county. It has about 15m height and 310m^2 area which surrounded by unique and natural beautiful landscapes.

5. Pirbala Waterfall: It is located in $45^{\circ}\ 34'\ 09''$ eastern longitude and $38^{\circ}\ 22'\ 42''$ northern latitude in 88km of Tabriz, 18km eastern south of Pirbala village.

The setting of Pirbala village in a great valley and in span of two rivers caused to it's attractive geographical location. It's height is about 10m.

Misho Peak

Goy Zangi Peak

Eysh Abad waterfull

Pirbala waterfull

Figure 2. Samples of geomorphosites in hunting prohibited region of Mishoo

METHODOLOGY

At first, to conduct research, the library studies and data in order to scientific analysis of geomorphosites subject, analysis of study background and then field studies and questionnaire analysis to evaluation of geomorphosites, were used.

In the present research, it was tried to evaluate geotouristic potentials of given mountainous region through field studies and questionnaires based on Comanescu method (2011).

In general, this method is based on 5 values (scientific, aesthetics, cultural, economic and managerial) which score of any value is obtained based on some subcriteria and by averaging (Shayan et al., 1392).

Evaluation of geomorphosites based on Comanescu method

In the present research based on conducted studies on Eynali mountain, the importance and evaluation of any geomorphosites was identified and calculated by averaging of 5 value-based questionnaires (Table 1).

Table 1. Evaluation of geomorphosites in hunting prohibited region of Misho ba-sedon Comanescu method

Geomorphosites	**Payam Ski Pist**	**Misho Peak**	**Goy Zangi Peak**	**Eysh Abad waterfull**	**Pirbala waterfull**	Average
Scientific	14	18	10	12	11	13
Aesthetic	17	18.5	14	16	15	16.1
Economic	16	11	9.5	11	9	11.3
Cultural	8	9.5	6	7	5	7.1
Managerial	13	10	11	9	6	9.8
Sum	68	67	50.	55	47	
Average	13.6	13.5	10.1	11	9.4	
Total evaluation	68%	67%	50.5%	55%	47%	
Rating	1	2	4	3	5	

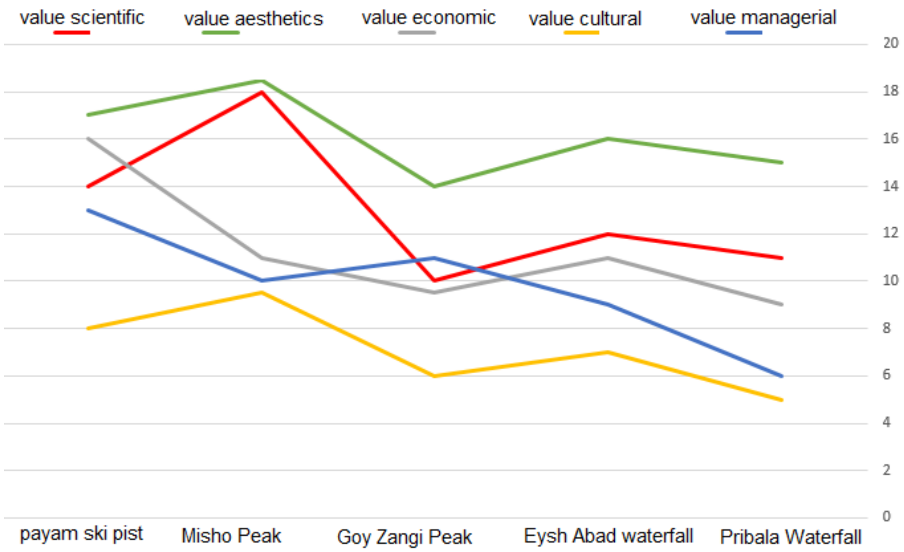

Figure 3: General Comparison of geomorphosites values in hunting prohibited region of Misho

CONCLUSION

Whereas, nowadays, tourists persue nature-based attractions which be unique in comparison with other ones, tourism could affect on most of tourism markets.

The hunting prohibited region of Mishodagh is of East Azarbaijan regions that in addition to cultural and historical attractions, has unique geomorphologic phenomenons including Goy Zangi peak, Misho peak, Pirbala waterfull, Eysh Abad waterfull, and Payam Ski Piste which were reviewed in the present research.

The method of Comanescu was used in order to evaluate geomorphotouristic value of geomorphosites, and the result of selected geomorphosites evaluations showed that, aesthetic and scientific dimensions of these regions have designated high share and obtained lower score in comparison with other cultural and managerial ones. Based on obtained results, generally, Payam Ski Piste and Pirbala waterfull acquired maximum and minimum scores with 13.6 and 9.4 ones among geomorphosites repectively. Also, geomorphosites of Misho peak, Eysh Abad waterfull and Goy Zangi peak are set in 2d-4th rating with 13.5, 11 and 10.1 respectively. It could be said that, high score of Payam Ski Piste, mostly is because of beautiful landscape and high income as well as presence of utilities and also hold of races.

The most important feature of geomorphosite, Misho peak which caused to take the second place with insignificant difference, is the attractive landscapes, rocks, valleys, potable water springs, bird watching and diversity of animals and plants. The waterfalls of Pirbala and Eysh Abad and peak of Goy Zangi couldn't attract more tourists due to lacking of necessary infrastructures, adequate publicity and relatively long acces route.

In addition to high potentials of tourism development, lack of consistent plans and utilities as well as disregard to profitability of tourism are of problems which if not be considered, could slow down the development of sustainable tourism. The present research, has evaluated the geotouristic phenomenons in order to arise questions in mind of readers and managers until to conduct essential measures to optimum utilization and sustainable planning as well as to demonstrate that identification of phenomenon's nature and locations with geomorphotouristic potential is necessary.

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Big Data and Implications for Tourism Marketing

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INTRODUCTION

With the development of information and communication technologies (ICT) as a sign of the transition to the era of information and telecommunication in the new millennium, the result has been the restructuring of everyday life practices of human–beings and the uninterrupted flow of information. New tools have emerged to facilitate the typical daily lives of human beings worldwide by expanding the limits of data usage to a wider population and introducing the sky/space as the new forms of data storage. Among these are big data, machine learning, Internet of Things (IoT), and artificial intelligence (AI), as interrelated subjects (O'Leary, 2013). As a direct consequence, there is the appearance of unlimited data that can be transacted not only within the world but also between the world and space. This also brings transformations in understanding the changing needs of consumers in the new era.

What is stated above is also expected to lead to determining structural changes in consumer behaviour models (Song & Liu, 2017). Having the preliminary information about consumers, intelligent system mechanisms, i.e. AI and IoT, have processed the speed of information and the analysis of growing volume and have also aimed at reaching the right consumer segments affecting their decision making preferences beforehand. As a result, these types of automations may enable the tourism businesses to benefit from marketing activities with the help of different algorithmic solutions. Thus, this paper aims at debating how big data, AI and IoT are likely to reshape the traditional structure of tourism marketing in the future by giving examples from the practice and introducing the new approaches as the key elements in maintaining the competitiveness of new era.

IMPLICATIONS FOR TOURISM MARKETING

There has been the evidence of empirical studies carried out for marketing purposes in various sub-sectors of the tourism industry. Of these, Höpken et al.

(2015) analysed large quantities of data on hotel reservations and consumer feedbacks to provide the authorities with support for decisions and maintain the optimization of tourism products and services. Menner et al. (2016), with the support of sentiment analysis, tried to explore the influence of consumers' opinions of tourism services and tourist destinations on the potential consumer decisions to book their reservations. In a similar study by Park et al. (2016), the objective included the influence of Twitter messages on the choices and intentions of cruise passengers. In a more destination–based vacation experience, Gong et al. (2016) aimed at exploring tourists' purpose of visit and their travel patterns while at a destination through the analysis of routes followed by taxi services.

However, all the studies carried out to date remain to be typical[DT2] as the process moves much faster and the meaning of big data has become the quantity of data counted with millions of users or words. From the business point of view, big data technology has already led organizations to evolve from decision-making methods to data–driven decisions (Lisi & Esposito, 2015). Many organizations will be able to use this innovation to solve problems faster and easier and better understand existing problems. Thus, machine learning and AI will play a key role in making organizations use the data to hand more intelligently and translate them into many non–structured interpretations. Computers and AI applications are the result of such services (Lisi & Esposito, 2015).

Organizations with a lower potential for AI will be unaware of developments in marketing opportunities. Those organizations using AI are expected to attract more consumers and increase their daily marketing productivity. As a result of the big data-AI solidarity being established, the analysis of consumer needs will be made more effective and more comprehensive and the most appropriate product groups will be provided with the help of computers. Below is a list of implications of using big data and its derivations for maintaining effective up–to–date marketing programmes for tourism, travel businesses:

- One of the best examples of collaboration between big data and AI is the introduction of promotions in certain destinations, locations or facilities, particularly after the placements are made through social media. Which of our friends have had the personal experience, the contents of their reviews or the advertisements of various businesses may appear in our social media account. All these procedures are managed by AI created in a digital environment, not by human beings. In this way, it is possible to prepare specific information packages for each person. For example, when a person has finished searching for a destination, hotel, airplane or car rental by browsing different search or reservation engines, in a few seconds the social media account of this person starts promoting the same or different destination alternatives.

- As for the individual perspective, as the individual's life continues and their preferences increase, the content of private personalized communication channels has also become richer (Song & Liu, 2017). The AI platform accommodates news, products or information packs chosen via a list of specific key words. The keywords may include the person's political views, social status, age, gender, education level, hobbies, consumption patterns or experiences etc. Potential consumers can also benefit from these services, which are offered to them in alignment with their lifestyle and preferences, easily and cheaply through computers or smartphones. Thus, the marketing style has been achieved by meeting consumers' individual preferences, and even direct marketing techniques have been gaining importance, which defies the attractiveness of mass marketing techniques which aim to sell the uniform products and services but emphasizes the fact that each individual has different needs.

- As a result of the combination between big data and AI, airline and hotel businesses have successfully pioneered the use of price optimization analytics. According to the findings of an industry report by Amadeus (Davenport, 2013), Air France and KLM, for instance, keep passengers' data for two years. The system automatically makes calculations and optimization of the revenue for origin and destination itineraries and identifies price levels based on passengers' profiles. The system further estimates the possible rate of cancellation and no–shows on flights that assists in estimating the rate of overbooking to be used.

- With the help of transaction–based transactional [DT3]data, it is possible to provide a snapshot by providing information about the contents of economic relations between service providers and consumers in the tourism industry (Scaglione, Favre, & Frabichet, 2016). Approximately 80% of the data used in tourism constitute big data such as search records, shared social media contents, location information, visual materials (videos/photographs), sensor data, GPS signals and traffic movement on visits (Wang, Xiang, & Fesenmaier, 2016). For instance, airline and hotel businesses are also among the first to create and take advantage of such tools by improving the quality of their loyalty programmes. There are the practices of distributing personalized information to consumers based on their loyalty status and the footprints of their past search behaviours (Davenport, 2013). If one's Facebook friends have recently been to a certain attractive destination, a flight or hotel business can offer a certain discount for the person to try it. Or if a consumer may have not been to the same restaurant for a long time, the business may offer them a free drink for their next visit in a week. In case a passenger is likely to miss the flight, the airline business may send a message to book the next flight with a small percentage of penalty.

- In addition to wearable technologies such as smart watches, provision of data, especially through cameras or sensors, plays a primary role in interacting with IoT. Based on this evidence, it is now possible to find out how tourists travel, how they are connected in daily activities and how they contribute to their personal experience (Xiang, Schwartz, Gerdes, & Uysal, 2015). With positioning technologies, it is possible to determine tourist routes, the distances covered, and the profile of tourists who visit again from GPS location information. Thus, such data can help to determine tourist behaviours at different scales, to identify travel activities and to provide services for tourists' possible plans.

- The predictions indicate that the connected things will reach 38.5 billion by 2020. This will allow businesses to create new techniques for their consumers to improve the quality of their service experience. Hotel guests do not need to wait at the front desk as they will be automatically informed once their rooms are ready to move in. Mobile keys will help them open the room. These keys will be equipped with the personal data of hotel guests. Using a digital identity, visitors can book their rooms directly using their mobile applications. The identity will collect visitors' preferences to offer them a more personalized experience for their next visit. When they go into the room, the TV screen will log into the e-mail account to show the list of new incoming messages. Visitors will also be helped to regulate their room temperature, see the list of TV channels based on the frequency of their previous likes, and decide the type of minibar items that have been most often consumed.

- Big data is also useful for maintaining an effective tourist flow management (Ahas, Aasa, Roose, Mark & Silm, 2008; Li & Yang, 2018; Onder, Koerbitz & Hubmann-Haidvogel[DT4]). Like maintaining the visitors' quality of stay at hotels, visitor experience can also be improved by controlling the human traffic in queues at airports and tourist attractions at the destination level. For instance, the city of Barcelona is able to measure how long visitors stayed in the area, whether they actually entered the *Sagrada Familia* cathedral, and the busiest times for visiting. The local government was able to control the tourist flow and public services such as the deployment of security forces or arranging extra bus services considering the busiest times of visiting. In the future, the system may also allow the calculation of tourists' spending on a daily and/or attraction basis while on a holiday through the records of their self–reports or of credit cards using IoT.

- The combination of big data and machine learning will help to create new tourism products and services. When the tourist or passenger is watching a film on a plane or in a hotel room, they can ask for more information about the location such as the list of major tourist attractions, weather forecasts, availability of transportation, and possibility of booking travel to the destination. The system automatically produces a single offer combining media, entertainment, travelling or taking vacations. Such a practice appears to have an indirect influence over promoting certain attractions or destinations and also helps to upgrade their values.

In sum, from planning to experiencing vacations, data are being released by consumers in large quantities during various stages such as travel, entertainment, accommodation and restaurant services. These data reflect the people's real actions, not based on the consequences of survey data (Song & Liu, 2017). Consumers themselves generate outward-facing information, leaving digital traces, especially with social-based services such as social media. All kinds of intelligent systems and social media provided by IoT make a big difference in terms of consumer marketing by being used in tourism businesses. It brings not only the sense of marketing/consumers, but also the ability to solve problems and uncertainties in terms of the management of facilities.

CONCLUSION [DT5]

On the demand side, there has been a massive transformation in consumer behaviour. Consumers have become more experienced, independent and irrational due to changes in their values, lifestyles and demographic patterns. This has forced the supply side to shift from mass marketing to personalized marketing through the rules of market segmentation. The production process has also become more consumer–centric. Furthermore, as a sign of a new era in ICTs, concepts such as big data, IoT and AI have recently gained significant importance in many sectors because the developments in ICTs have accelerated worldwide. Tourism is one of the important fields that use these concepts and will also be influenced to a great extent.

Such changes will occur in the "P"s of tourism marketing on the supply side and consumer behaviour on the demand side. As for the retransformation of tourism marketing, new forms of "P"s can be explained as below: First, tourism products and services will be redesigned with the help of ICTs. Products and services will become more destination–oriented and smart destinations will be the core of tourism products and services. Second, the ability to use information technology and develop more technology–oriented products and services will be an indicator of pricing and value. Third, the place where all purchasing and transactions will be handled will become much more virtual. Finally, the promotion will also be more virtual–centric, where consumer decision-making can be influenced by the experience of other consumer peers and more personalized communication channels will be part of online or virtual marketing.

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Evaluation of geotouristic potential of Tabriz' Eynali for sustainable tourism development by emphasis on Comanescu Method

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INTRODUCTION

Geotourism is a bilateral approach, i.e protective and scientific one in relation with identification of geomorphosites which has been delineated by aim to sustainable development and also protection of geology heritage. The mountain of Eynali is one of regions which has a significant potential in attraction of tourist, because of it's geotouristic attractions diversity. In the present research, by field reviews, the potential of five famous and selected geomorphosites by tourists, were designed and data and polential related to any geomorphosite were evaluated through interview and questionnaire based on Comanescu method. The results of research show that, among the reviewed geomorphosites, the peak of Eynali and spring of Kahlec have designed the maximum score 86, and minimum on 46 in comparison with other geomorphosites respectively.

Evaluation of any geomorphosite will provide a significant role in planning suit with geotouristic potentials of any region and investment in order to attract a tourist.

LITERATURE REVIEW

Geotourism is a new phenomenon which was introduced in tourism literature in last two decades and received worldy acception (Dowling & New Some 2006). Geotourism is type of tourism in natural areas which has special attention to geology and landscapes as well as provides a tourism opportunity in geosites and protection of terrestrial diversity and helps to knowledge of earth sciences through conservation and learning.

Access to this aim, is realized through visiting from geologic phenomenons, using sight full routes and places with geological attractions, touring and supportive measures by trustee settings and visiting from geosites (Newsome & Dowlong, 2010).

Geotourism, in addition to creating tourism opportunity with higher quality, provides other forms of tourism with potential of regeneration and establishment as well as strengthens the distinct natural and cultural characteristics of tourism destinations increasingly (Stueve et al., 2002).

Whereas, nowadays, the economic value of tourism is to some extent which is called as an industry, the value of geomorphosites in emprovement of economic situation of any country is undeniable and is considered a major solution to enhance the income and reduce poverty in especial in developing countries.

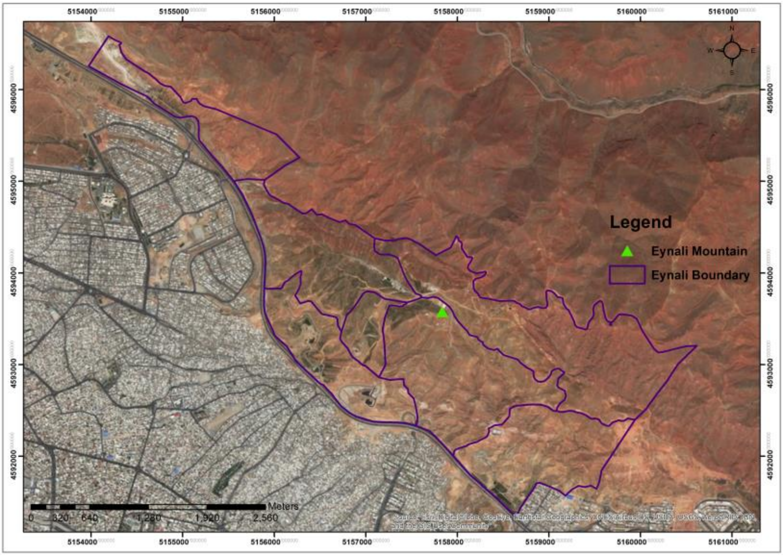
Location of Eynali Mountain

On north section of Tabriz city, there is located a red soil mountain rang, on the Sorkhab Mountain, so-called Eynali Mountain that it's highest point has 1960m altitude. Eynali mountain is of Moro mountains (development & reconstruction organization of Un-Ebn-Ali)

Introducing tourism attractions of Tabriz's Eynali

The major tourism regions of Eynali include of: historical monument of Un-Ebn-Ali shrine, memorial of unknown martyrs, Eynali peak, Kahlec spring, Tarlan spring, Davachi spring, Dash Kasanlar spring, Aji Chai river, Ilan Uchanlar valley, Dash Kasanlar valley, Gholbehzan valley, Shahriar sculpture, printed image of Tabriz by Sharden Sayyah in Safavi era from Eynali mountain, ostrich farm, Dagh Goli lake, El Daghi park, Yaran vallay, Eynali wild life park, Gatar Ghayalar route, Telecabine, forestry and floriculture of Eynali mountain by area of 5612h, restaurant, arbours, sport equipments throughout Eynali route, wind tourbines, paving route by 4km up to the peak and other recreational and utilities have added to the beauties of this promenade.

Introducing geomorphosites of Tabriz Eynali mountain (Un-Ebn-Ali)



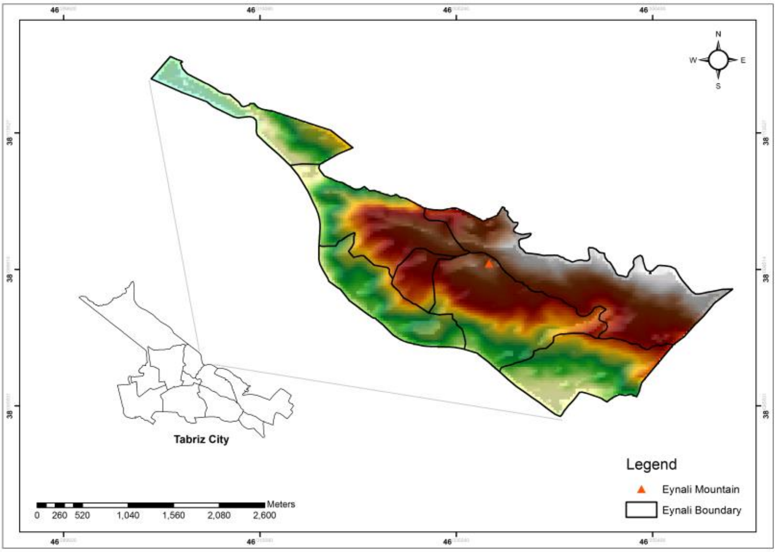


Figure 1. Eynali peak location in East Azarbyjan of Iran

1. **Un-Ebn-Ali Shrine monument:** One monument has constructed on top of the mountainm, which, is a mosque originally and it's antiquity backs to Ilkhanian era (9 H century). This construction is called Eynali-Zeynal or Eynali and/or Un-Ebn-Ali monument. Based on narration, this monument is the tomb of sons of ImamAli, i.e Un-Eb-Ali and Zeyd-Ebn-Ali.

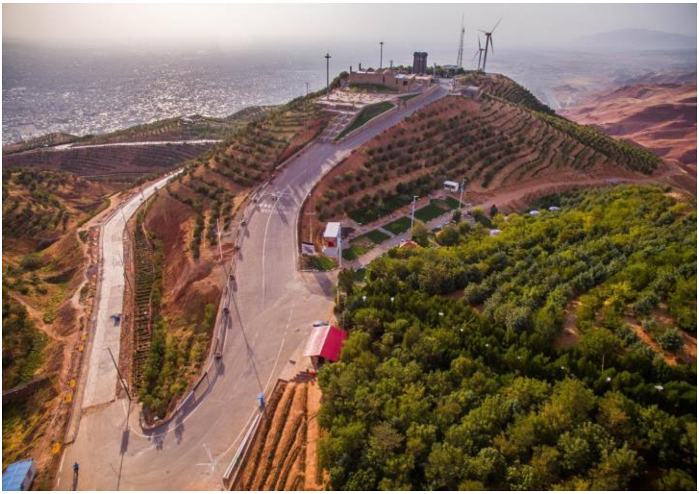
2. Eynali peak: This red soil peak is located on location $46^\circ\, 19'\, 45''$ eastern longitude and $38^\circ\, 06'\, 06''$ northern latitude on north of Tabriz, which it's altitude is 1800m. Every year, it accepts more tourists from different regions.

3. Tarlan spring: Tarlan spring is more famous than other springs of Eynali mountain. It is closest to the hill and located on north side. It is always running and it's water is so soft.

4. Kalec spring: Kalec spring is located on front of valley on the point of Aji Chai river which is considered a suitable location for resting of climbers, because of it's around tress.

5. Ilan Uchan Valley: This valley is located on south side of the peak. In one side, it is surrounded by tall rocks which cause a special attraction. These rocks are the practice location of climbers and rock climbers.

Ilan Uchan Valley of Eynali



A view of Eynali Mountain

A sample of rocks and valleys of Eynali

Tarlan spring of Eynali

Un-Ebn-Ali Shrine

Figure 2. Samples of Eynali Mountain's geomorphosites.

METHODOLOGY

At first, to conduct research, the library studies and data in order to scientific analysis of geomorphosites subject, analysis of study background and then field studies and questionnaire analysis to evaluation of geomorphosites, were used.

In the present research, it was tried to evaluate geotouristic potentials of given mountainous region through field studies and questionnaires based on Comanescu method (2011).

In general, this method is based on 5 values (scientific, aesthetics, cultural, economic and managerial) which score of any value is obtained based on some subcriteria and by averaging (Shayan et al., 1392).

Evaluation of geomorphosites based on Comanescu method

In the present research based on conducted studies on Eynali mountain, the importance and evaluation of any geomorphosites was identified and calculated by averaging of 5 value-based questionnaires (Table 1).

Table 1. Evalutaion of Eynali mountain's geomorphosites based on Comanescu method

Geomorphosites	Kahlec Spring	Un-Ebn-Ali Monument	Eynali Peak	Tarlan Spring	Ilan Uchan Valley	Average
Scientific	11	17.5	15	9	13	13.1
Aesthetic	15	16	19	14	16	16
Economic	9	15	18.5	9.5	15	13.4
Cultural	5	18.5	15	6	11	11.1
Managerial	6	17	18.5	11	9	12.3
Sum	46	84	86	49.5	64	
Average	9	16.8	17.2	9.9	12.8	
Total evaluation	46%	84%	86%	49.5%	64%	
Rating	5	2	1	4	3	

RESULTS

Whereas, nowadays, Tourists pursue nature-based attractions that be unique in comparison with other ones, geotourism could affect on most of tourism markets. Tabriz's Un-Ebn-Ali mountain is one of East Azarbaijan regions which in addition to historical and cultural attractions, has geomorphologic phenomenons, including Eynali peak, Un-Ebn-Ali Shrine, Ilan Uchan valley, Tarlan spring and Kahlec spring which were reviewed in the present research. In evaluation of geomorphosites value, the Comanescu was used, and the result of evaluations on selected geomorphosites showed that aesthetic and scientific dimensions of these regions in Comanescu model have designated more share and obtained lower score than cultural and managerial ones. Based on obtained results, generally, Eynali Peak and Kahlec spring with maximum and minimum scores i.e 17.2 and 9 and the geomorphosites including Un-Ebn-Ali Shrine, Ilan Uchan valley and Tarlan spring with 16.8, 12.8 and 9.9 scores set in 2d-4th rating respectively.

It could be said that, high score of Eynali peak is because of beautiful landscape and sport utilities as well as short access route. The most important feature of Un-Ebn-Ali shrine geomorphosite, which caused by insignificant difference set in 2d place, is it's religious-historical attractions. Ilan Ucahn valley, Kahlec spring and Tarlan spring couldn't attract more tourists due to lacking of necessary infrastructure, suitable publicity and relatively long access route.

The present research has evaluated the selected geotouristic phenomenons in order to arise questions in mind of readers and managers until to conduct essential measures to optimum utilization and suitable planning as well as to demonstrate that identification of phenomenons' nature and locations with geomorphotouristic potential is necessary.

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Exploring the neglected voice of young people in sustainable tourism development

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INTRODUCTION

The concept of sustainable tourism is more than a piecemeal policy solution which Agyeman and Evans (2004) described as „just sustainability"; it indicates above all the concept of holistic development and finding such solutions that solve the integrity of the human problems. Therefore, the current generation that is undertaking the governance of tourism and sustainability (Bramwell, Lane, 2011) should be aware that at this moment there is a generation of young people that seeks to feel and see the impact of sustainability in their lives. Young people's views on tourism are very often neglected, making the sustainability concept incomplete. However, at the end of the day, these young people will be part of the community that will live and work in tourism sector in the future. Hence, in this paper, we focused on young people to explore their role in a tourism community and how do they engage in a participatory way in the planning of their tourism environment. In our study, we have demonstrated that young people are not only 'residents' in tourist areas, towns and villages, but participants in events in these areas and careful observers of the environment around them.

LITERATURE REVIEW

When discussing the problems of overtourism in many tourism destinations across Europe and globally, this is not only concerned with what may be perceived as a realistic number of tourists on some destinations, but also the perception of the local population regarding that level of tourism input. In effect, overtourism occurs when there are too many visitors to a particular destination. “Too many” is of course a subjective term, but it may be defined in each destination by local residents (amongst whom are children and youth), hosts, business owners and tourists. One is too much if he/she is too much. And if this perception is then passed on to children, then a very uncertain fate will impact on the dimensions of tourism activity. When rent prices push out local tenants to make way for holiday rentals, that is overtourism. When narrow roads become jammed with tourist vehicles, that is overtourism. When wildlife is scared away, when tourists cannot view landmarks because of the crowds, when fragile environments become degraded – these are all signs of overtourism. Overtourism is, therefore, not a new problem (Francis, n.d.). However, while the term itself was coined in 2012, it did not hit the headlines until the summer of 2017. This was not because of the increase in tourist numbers, which had not been particularly dramatic. What made the news in 2017 was the sudden backlash from local residents, a phenomenon which had not occurred previously before on any significant scale. There had been a slow drip feed of tourism into cities such as Barcelona, Venice and Dubrovnik, into places one thought of as remote such as Iceland and Skye, and finally, as the balance tipped and this new concept was given a name, the protests spread . There were marches in the streets, graffiti saying “Tourist go home” (Coldwell, 2017), and in some cases local authorities responded by increasing fees, refusing to issue permits for more tourist-focused businesses in city centres, and even closing entire islands to visitors (McKinsey & Company and WTTC, 2017). It was these responses which made the news.

Problems of overtourism occur when there is no application of a correct process of participatory planning. Primarily, an important element to avoid the problem of overtourism is to study the impacts on tourism upon host communities, as well as upon host cultures. “Culture” (Tylor, 1871) was defined as “culture or civilisation, taken in its wide ethnographic sense, is that complex whole which includes knowledge beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by man as a member of society.” Malinowski (1931) gave a more universal and less anthropocentric definition, namely “a culture is functioning, active, efficient, well-organised unity, which must be analysed into component institutions in relation to one another, and in relation to the environment, man-made as well as natural.” In the report on Wales, Jones and Travis (1983) defined culture as “the system of values, beliefs, behaviours, morals, and other social phenomena shared by a group of people, based on their common experience of life, language and history.” This testifies to tourism not simply being an economic branch, but it is also, amongst others, a culture in the wider contextual sense. It is a culture that is transmitted inter-generationally, as indeed the wider concept of culture is transmitted. Efforts to address the complex linkages between culture and development require on one hand promoting the inclusion of minorities and disadvantaged groups in social, political and cultural life; and on the other hand, harnessing the potential of the creative sector for job creation, economic growth and poverty reduction efforts more broadly. The inclusion of minorities and disadvantaged groups in social, political and cultural life remains an ongoing development priority. Tourism can play a great role in achieving all of this, due to its character as a horizontal sector with a value chain that goes across almost every existing economic, human, or cultural activity in each place. Compared with other economic activities, the special relationship of tourism with the environment and society makes it an ideal tool for sustainable development. This is due to its unique dependency on quality environments, cultural distinctiveness and social interaction, security and wellbeing. On the one hand, if poorly planned or developed to excess, tourism may destroy those special qualities which have such a central relationship to sustainable development. On the other, it may be a driving force for their conservation and promotion – directly through the raising of awareness and income to support them, and indirectly by providing an economic justification for the provision of such support by others.

In order to ensure sustainable tourism development and avoid problems of overtourism, *all voices* need to be heard (Byrd, 2007; Šegota, Mihalič & Kuščer, 2017). In line with that, sustainable tourism development has to include a carrying capacity study; that is, an estimate of "the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of the experience" (Mathieson & Wall, 1982) to both visitors and residents. The factors that need to be considered are: 1) physical impact of tourists, 2) ecological impact of tourists, 3) perceptions of overcrowding, and 4) cultural and social impact on local residents. The carrying capacity study is central to meeting the objectives of sustainable tourism development (Koščak, 2002), which is to ensure that the tourists and day visitors attracted to the particular destination will not have a deleterious impact on the cultural or natural sites; that overcrowding will not result in visitor dissatisfaction and that local people will not feel antagonistic towards their "guests". This is essential if tourism is to contribute to the conservation of cultural and natural heritage though the realisation of economic value and raising awareness of, and commitment to, the local patrimony.

METHODOLOGY

We conducted an international study involving young people aged 11 to 13, who were attending school and lived in tourist-intensive cities. The research was conducted in the following cities: Bad Gleichemberg in Austria, Opatija in Croatia, Topola in Serbia, Kranjska Gora in Slovenia, Malaga in Spain, Erzurum in Turkey, and Stirling in Scotland. These cities were selected because they were perceived to have a strong economic overdependency on tourism, which results in young people's day-to-day routines to be highly affected by tourist activity. This enabled for surveying of their perceptions and attitudes towards tourism.

Prior to conducting the research, local research teams received the necessary agreements from local educational authorities, and then from the parents. The research is experimental, post-test type.

The research was conducted in the schools, in the areas where research participants are performing their school activities on daily basis. The research was conducted in a group. Prior to the research, it was clarified to participants that they would take part in a research project where they are expected to express their opinions on some things in their environment and were asked to consent to participation. No one refused to participate.

Two instruments were used. One was the non-verbal semantic differential (Bujas, 1967) with the help of which we examined young people's attitudes to tourists and local residents. The second instrument referred to basic demographic data of young people and their families, as well as their participation in the tourist activities in their communities, especially in the planning of tourist activities. The experiment lasted for 20 minutes.

Statistical data processing was done with SPSS.

RESULTS

This research has shown that young people have very clearly defined attitudes towards tourists coming to the destinations in which they live. Hence, young people's views are of extreme importance for tourism destination planners and managers since tourists are constantly entering into young people's living space. The simplified answer, that tourism is an economic activity that allows young people an orderly life, is clearly not a sufficient answer to neglect of young people's views and attitudes towards tourism. Since young people are obviously part of what is called a tourist destination, it is imperative for them to be consulted on tourism development in the community. Otherwise, as seen in this study, young people carry negative biases onto the next generation, because prejudice, as it is well known, is transferred inter-generationally.

CONCLUSION

There is almost no evidence that young people are invited and asked about their views on destination development plans in the participatory planning process. This study showed that the mere presence of tourists is an important socialization factor in the development of young people . They observe and listen to what their parents say and how they behave towards tourists. They see how their parents treat tourists. Perceptions that they see in their parents and their own experiences with tourists define their 'social competence'. Many analyses of the workforce employed in hospitality and tourism have shown that young people are reluctant to enter professions in tourism and hospitality. Many authors emphasize that there is a very high turnover of staff in the tourism industry. One result of this research shows that young people in tourism-intensive areas are internalizing the relatively negative perception of tourists that their parents have. Therein lays one of the important problem factors with labour that is found in the tourism and hospitality industry. Some tourist destinations are facing serious problems in lack of professional and educated staff, such as chefs or waiters. They face a serious problem since less and less young people wish to work in the tourism industry. Therefore, it is mistaken to neglect young people's views and attitudes towards tourists, because these are the basis for the future development of tourism activities.

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Medical tourism market development: Towards effective strategies: Case of Tabriz Metropolis, Iran[i]

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INTRODUCTION

Tourism beyond the industry, as a socio-economical phenomenon in global dimension, after oil industry, has made the most economical flows to tourism destinations and according to UNWTO forecast, it will be the first in 2020. Exploring the destinations and medical tourism market economy indicate that, many countries have started comprehensive efforts to develop medical tourism. In addition to increasing the health of guest and host communities, increasing foreign exchange earnings, develop occupation opportunities for destinations and host societies, is one of the most important reasons behind this issue.

Current study has been done with aim of assessment the medical tourism market of Tabriz metropolis and provide efficient strategies in this field. This metropolis, with a regional market and a vast influence area in the northwestern part of Iran, as well as the neighboring countries of Azerbaijan, Iraq, and even Turkey, has offered a number of comparative economic advantages for medical travel.

Medical tourism, as a relatively new service in the tourism market, is nowadays considered by many countries. In the meantime, developing countries have become important targets for receiving medical services due to lower costs than developed countries. Of course, this type of tourism requires standards because of the high sensitivity and the importance of the health of individuals. These standards include the availability of technical and scientific knowledge, as well as medical and therapeutic infrastructure. Countries seeking these types of tourists should have these standards as a prerequisite to be successful in attracting tourists to their destination. What is assessing in this research is the study of the status of medical health tourism in Tabriz and the study of the status of medical tourism indicators of this type of tourism.

THEORETICAL BACKGROUND

Bookman (2007) examines the development and development of a medical / tourism package in developing countries, with emphasis on select countries from

Asia, Africa and Latin America. Bookman emphasizes on medical tourism as a strategy for economic growth, focusing on how income from international patients turns into production, employment, income, and so on.

Font (1997) emphasizes the image of the destination of tourism as one of the strategic tools for the creation and maintenance of tourist destinations and provides a comprehensive approach to image analysis and image management as a key tool for positioning, differentiating and promoting a tourist destination. Molina, Mar Gómez and Martin (2010) confirmed the impact of tourism information sources on improving the tourism destination image.

Study of Bigné, Sánchez and Javier (2001) confirmed the impact of the destination image as a key factor in the marketing of the destination. Also, the positive impact of quality on satisfaction and willingness to return and satisfaction on the desire to recommend the destination of tourism to others is confirmed.

METHODOLOGY

The statistical population of the study consist of all medical health tourists who traveled to Tabriz during the second half of 2015. The number of tourists was over 1200 tourists. The sampling method was clustered and 300 people participated in this research. In this study, a questionnaire was used to collect the required data and the binomial test are used to analyze these data.

RESULTS

The findings indicate that 59% of respondents were female and 41% were male. The highest number of respondents is in the age group of 36 to 45 years old. 49.7% of the respondents did not have a diploma, 25% had a diploma, 11.3% had a bachelor's degree, and 1.3% had a master's degree or higher. The results generally indicate that clients are often not graduated.

The descriptive results of the variables of the mean, middle and standard deviation are presented below. As the results show, the mean of all variables in the research is descriptively higher than the average (4) and in this case, the index of facilities, and tourism space are higher than other factors, respectively. Services have the lowest average (Table 1).

Table (1); Descriptive results of the variables

Descriptive indicators of variables	General medical tourism status	services	Facilities and equipment	Medical Tourism Costs	tourism space

mean	5/43	5/24	5/74	5/35	5/42
middle	5/48	5/20	5/80	5/50	5/50
standard deviation	0/70	0/65	1/04	0/98	0/92

In order to test and answer the research questions, the mean test was used. Due to the abnormal distribution of the data and the fact that the scale used is nominal, we use the binomial test for the mean test.

The main question of the research was; how is the medical tourism status in Tabriz city?

The results of using binomial test and significance level below 0.05 indicate that the status of medical tourism in Tabriz is higher than average (4) for tourists (Table 2).

Table (2); the results of binomial test

Significance level	**Test ratio**	**Ratio observed**	**number**	**Group**
0.000	0/50	0/08	25	First group ≥4
		0/92	275	Second group 4≥
		1	300	total

Although, according to the tourists' opinion, the average of all indices is higher than the average, and in other words, it is desirable, but there are some differences between them, which is used to analyze the indexes using the Friedman ranking test (Table 3).

Table (3); Result of Friedman ranking test

level	indicators	Mean
1	Facilities and equipment	2/98
2	tourism space	2/51
3	Medical Tourism Costs	2/38
4	services	2/14

The study of the medical tourism status of Tabriz city indicates that the status of medical tourism in Tabriz is desirable. This utility exists in all indicators. Meanwhile, the ranking of indicators indicates the favorable condition of physical facilities and equipment, and the index of service status is unfavorable in comparison with the rest of the indicators.

CONCLUSİON

Health tourism and the following medical tourism is a type of tourism that, in comparison with other types, has grown considerably in recent years, and this trend continues. The industry has become a source of sustainable income for most countries. In the meantime, with the availability of health facilities and infrastructure, Iran can make a significant contribution to this market. The city of Tabriz, as the largest economic and demographic center of the northwest of the country, acts as a health center in the region, which extends its coverage beyond the borders and see the arrival of tourists from neighboring countries, in particular, to receive medical services in this area. Therefore, it is necessary to address the issue and determine the status and how it matters. The results and findings of the research indicate that, in terms of medical tourists, this destination is in desirable conditions in most of the indicators and The ranking of these indicators in terms of desirability are as follows: facilities and equipment, tourist spaces, medical tourism costs and, finally, medical tourism services. Current research using Delphi technique has led to the provision of optimal strategies to improve market conditions in both the customer oriented and market development domains.

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Literary hotels: The brand image of Hotel Pessoa, Lisbon

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INTRODUCTION

"Theming" has increasingly become an important differentiation strategy in the lodging industry, allowing hotels a competitive advantage based on the unique experience offered by the adopted elements of the chosen subject. Although themed hotels can be said to exist since the 1950's, a universal definition and a commonly accepted typology remain elusive (Xiao, Zhang, & Huang, 2013). Literary hotels, however, have received little to no critical attention, in spite of their growing importance in several countries (Relph, 2013). In light of this, the present study aims to identify the main elements of the brand image of Hotel Pessoa, in Lisbon, in order to assess the relevance of the adopted theme in the guest's perception of the hotel.

LITERATURE REVIEW

Accompanying the growth of cultural tourism, the significant development of literary tourism and the consequent study of the relations between tourism and literature since the 1980's have helped highlight the importance of existing discourses in the modelling of visitors' expectations and experiences and the constitution of tourism destinations (Hoppen, Brown & Fyall, 2014; Robinson & Andersen, 2002). In fact, Joyce's Dublin, Kafka's Prague or Borges' Buenos Aires can be seen as examples of the use of literature not only to promote but also to provide differentiated experiences of destinations, helping establish alternative links with local cultures. Based on the transfer of the audience's imagination onto the material setting of a potential tourism space, literary tourism is nowadays seen as dealing with composite layers of meaning, trading in "images and expectations of people, places and particular historic periods" (Squire, 1996, p. 129). In fact, literary tourism has progressively been seen as a privileged way of constituting and valorizing tourism destinations precisely by providing tourists with more complex ways of interpreting their identity and character, helping counter or expand over-simplified views of locations (Cohen-Hattab & Kerber, 2004). The recognition of a given space as a literary place alters its perception and generates a new representation, suffused with additional meanings, constituting the tangible element of the link between tourism and literature that travelers can incorporate in their visits. Taking into account other categorizations previously proposed, Mansfield (2015), for example, considers three essential forms of literary tourism: based on literary texts; based on authors; and based on mediation and promotion, such as with literary festivals. The association of authors with specific places is, in fact, one of the most common examples of the use of literature to promote a destination, a category that can, for example, include visits to the author's birthplace, to his/her grave or memorial, or places frequented by authors or important for their creative practices (Mansfield, 2015), some of which can be part of larger-scale literary places, such as literary districts.

Author of a guide in English to the city of Lisbon written in 1925 but only published in the 1990's (*Lisbon, What the Tourist Should See*), Fernando Pessoa, the most preeminent member of the first generation of Portuguese modernists, considered by many the most outstanding Portuguese poet of the 20th century, came to be seen as a focal point for many visits to Lisbon's historical districts, with many available tours and activities associated with the poet and a guidebook to Pessoa's Lisbon (Correia Filho, 2011). The hotel bearing his name is situated precisely in this area, near "Baixa" (literally "Downtown"), the main historical district in Lisbon, and "Chiado", the artistic / literary district associated with Portuguese Modernism, an ideal location for the theming of a hotel based on the author.

METHODOLOGY

A netnographic approach (Bowler, 2010; Kozinets, 2015) will be used, comprising the collection of commentaries of visitors to Hotel Pessoa posted on TripAdvisor and their subsequent analysis considering the image dimensions of Keller's (1993) brand equity model (types – namely attitudes, benefits and attributes –, favourability, strength and uniqueness of brand associations). Latent content of the text will be excavated and the interpretation of the underlying meaning of terms and arguments will be performed (Seuring & Gold, 2012).

RESULTS & CONCLUSION

Results are still being analyzed and will be presented at the conference, alongside the study's conclusions and implications.

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Facilitators and constraints in music festivals participation

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INTRODUCTION

Tourism is the world's largest generator of wealth and employability, being the economic engine of developed and developing economies in the world (Rita, 2000). According to INE (2016), in the year 2015, Portugal have had 28,466 sessions of live shows, totalizing 12.5 million spectators that generated a revenue of 59.6 million euros. In live performances, rock / pop concerts have had the largest number of participants (2.4 million) and consequently the highest number of revenues (25.4 million euros). This market although very promising are still related with some prejudice. Some think music festivals are a space that may invite people to undertake marginal attitudes, others perceived music festivals as a space to socialize. The ecological systems theory (Woodside et al., 2006) explained attitudes as a combination of facilitators and constraints, that arose on interpersonal, intrapersonal and structural individual system.

This research grounds on this theory to depict facilitators and constraints determining the decision to attended or not a music festival. A sample of 907 random observations collected online by means of a snowball method supported this analysis that concludes that facilitators rely mostly on intrapersonal factors whereas constraints are mostly related with structural factors and interpersonal factors.

LITERATURE REVIEW

Tourists are still not totally understood, although its ubiquity and the number is growing worldwide (Jafari, 1986).

In motivational tourism perspective, although the pleasure is not the only construct in tourism, this concept is well established in academic discourse (Kozak, 2002), since the identification of tourist motivations have reached levels crucial in understanding the decision processes visitor (Crompton & McKay, 1997). Jafari

(1987) explains that although there is a strong focus on exploration of concepts and Visitor motivational propositions, did not arise no common understanding. Dann (1977) points out that the concept of motivations for leisure travel is presented as something hybrid where the private sphere is realized through human action itself on the basis of disparate theoretical traditions.

Falassi (1987) considers that the festivals are a celebration of the community, representing fundamental values for the same, respecting the social identity and historical tradition gird up the concept of Manning (1983) considers that a performance of cultural symbols. One of the most comprehensive definitions is explained by Janiskee (1994) as formal periods or project activities, entertainment, festive character, which in turn publicly celebrate an event, fact or concept.

Crompton and McKay (1997) identify three interrelated reasons why the study of motivation in the events (music festivals) is important: *i)* is a tool for designing better products and services; *ii)* is intrinsically linked to satisfaction; *iii)* it is a key indicator to understand the decision making of the visitors.

Crawford et al. (1991) explain three dimensions of motivational factors at the level of the facilitators and constraints: intrapersonal, interpersonal and structural.

The first dimension - intrapersonal - is intrinsically related to the personality of the individual while the second dimension - interpersonal - examines social interactions, whereas external factors may constraint or facilitate participation as it relates with socio-economic features, race and gender (Raymore, 2002).

Studies on leisure constraints have been increasing since the 80s (Jackson, 2005). Research on constraints seeks to "*study the factors assumed by researchers and / or perceived or experienced by individuals, limiting the formation of preferences and / or inhibiting or preventing participation and leisure enjoyment*" (Jackson, 2005). Godbey et al. (2010) explains that this theory is critical do analysis leisure behavior.

This theory has been used in different areas of leisure to understand decision to participate or not in tourism and cultural activities (Hinch & Jackson, 2000). Figure 1 illustrates the model of Crawford and Godbey (1987) and shows the main constraints in relation to leisure activities - interpersonal, intrapersonal and structural. In the model, the intrapersonal constraints, prevent the formation of preferences. These inhibitors are associated with psychological state, physical functioning and cognitive ability, such as personality, motivations, feelings, personal fears, beliefs, perceptions and past previous traveling experiences (Crawford & Godbey, 1987). Interpersonal restrictions can occur due to the need to interact with others, due to the lack of companion, these constraints are mostly focused the need to socialize (Crawford & Godbey, 1987). Structural inhibitors are linked to the development of preferences and effective participation, *i.e.*, factors external to the individual such as lack of time, financial capacity, accessibility, climate and infrastructure (Crawford & Godbey, 1987). lack of company to participate or interactions with services or foreign providers (Crawford & Godbey, 1987).

According Raymore (2002), another concept that greatly contributes to help understand the reasons for participation in leisure activities are the facilitators. This concept assumes a very important role to understand the reasons for participation in leisure activities and the way they work together in order to give the participation or non-participation, as the experiences that flow from them. According to Jackson (1997), the facilitators also assume the same three-dimensional factors considered to constraint individuals decisions to participate, now in a mode to facilitate the decision to participate,

METHODOLOGY

The aim of the study is related to categorize the facilitators and constraints to participate or not in a music festival in Portugal, using the model of Crawford et al. (1991), targeting each of the inhibitions in intrapersonal, interpersonal and structural factors.

The study adopts a qualitative methodology for support a questionnaire adapted from authors Zeithaml (1988); Monroe (1990); Zeithaml, Berry, and Parasuraman (1996); Uysal (1996); Oliver (1997); Keyes (1998); Nicholson and Pearce (2000); Pegg and Patterson (2010), applied to convenience sample of Portuguese population by snowball method.

This sampling strategy focuses on exploring inhibitors and facilitators regarding the choice of a particular music festival in Portugal. The study's research proposals are: RP1: Identify the most important factors that residents and tourists perceive as facilitators and inhibitors in the participation of a music festival; RP2: Distinguish the most important factors for residents and tourist to facilitate or to constraint their decisions.

Open end questions were analyzed through a contend analysis method (Jennings, 2010), as it provides detailed information that allows the interpretation at various levels, according to different contexts.

RESULTS

This study derives a set of moderators of decision to participate or not in music festivals. The results show that there are a number of individuals that do not want, do not like music festivals therefore they will never participate on that. Participators emphasizes the interpersonal factors suggesting that these events are mostly social. As expected monetary and time constraints influence the final decision upon their preferences.

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An evaluation of urban management and sustainable tourism Development: The Case study of Khoy, Iran

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INTRODUCTION

Today urban tourism is one of important factor of economic, social and common wealth in city and among the townspeople. Tourism is an activity that can affect balanced and wise development process all over the world. It is noteworthy for many planners and executive managers in developed and developing countries. All countries accept that every development is possible by planning .Especially, this subject is more important in relation to sustainable development.

The purpose of current study is analysis of urban management role in sustainable Tourism development in khoy city, therefore this research is functional and developmental in terms of purpose and this is descriptive analytical in nature. Research method is field and library research method and for writing theory foundation used library and documentary method. To collect information used questionnaires tool as likert scale to effective factors in sustainable urban tourism development. Therefore statistical society is 80 people for organizations and 300 people for citizen group that this statistics has been compute by Cochran relation and for questionnaires validity has used alpha Cronbach test and used Chi Square test for analysis of data and information.

Overall result of research bear out that khoy tourism management is not in suitable condition and it has too much distance to sustainable tourism development goals and it needs efficient planning and integrated management by correlated organization in tourism and collaboration with citizen continually and regularly.

The management is main and resuscitative factor in any organization and inseparable part of any planning. Therefore, the main elements of tourism management is such as planning, organization, guidance, coordination, control and modify programs that it must attain forecast goals by the right tools (Elliot, 1977: 116). In line with this approach it is essential for urban management based on purpose and development by specifying essential issues to contribute own staff and subsidiary units to achieve such a goal. Therefore, by using proper management we can mention sustainable tourism development coming from the tourism positive impact (Jamieson and sunalai, 2002: 5). According to the world tourism organization(WTO), sustainable tourism development is a kind of tourism that it leads to manage all resources, in a way that it preserve basic environmental processes, variety of environmental factors and life support systems while respecting cultural interests.(Ranjbarian, 2010: 173). Cities are one of the most popular tourist destinations in the world that those are welcoming millions of tourists annually. Now tourism management is changed to an important activity that shapes flow of work, social action and many spatial changes especially in European countries (Cazes & Francoise, 2003: 52). All countries accept that any development is impossible only by planning .Specially, this topic matters more regarding sustainable development. Because of the importance of sustainable tourism development and positive and negative cultural, economic, social, political and environmental effects associated with it is not impossible without planning. Generally, the planning can act as a key player in resolve contradictions arise by this development (Khaksar; 2003: 52).

LITERATURE REVIEW

Kercher (1993) says in his research that the principles of sustainable tourism include the sustainable use of resources, reducing energy consumption and preventing its loss, maintaining the diversity of the tourism industry and planning, supporting the local economic system, local social participation, consultation with stakeholders and the general public, servant training, continuous researches on tourism development.

Howes (2000) concluded in research pay attention to the principles of sustainability is essential to achieve sustainability of urban tourism. Accordingly the most important principles of tourism sustainability is land management and surface water resources management, managing environmental hazards, maintenance and improvement of air, land and water quality and reducing waste through minimizing, reuse and retrieve and improve maintenance standards and promoting natural, cultural and historical values.

Shojaei and nouri (2007) check out government policies around four issues that are political, economic, cultural and educational in an article titled ' The study of government policies in the tourism industry and the presentation of a sustainable development model of tourism industry in the country.'

Faraji rad and his colleague (2010) check out the place and importance of urban tourism, concepts and evolutionary process, strategies for sustainable urban tourism development and they evaluated the relationship between urban development and tourism, the positive and negative consequences of this type of tourism too.

METHODOLOGY

The research method used in this research is applied and developmental and information gathering method is by library and field operations. For this purpose descriptive-analytic method has been used to answer questions and provide a solution to the problem. For the collection of information, required questions and options are documented in the form of a questionnaire prepared and edited. Action was taken for analytical models by using the chi-square method and using the likert spectrum to identify the effective factors in the development of sustainable urban tourism. Then information obtained in the SPSS software was tested and it was concluded and a solution was proposed. Statistical society In relation to organizations (employees and urban managers) is 80 people and In relation to locals which is obtained through the Cochran relationship. To validate the questionnaire has been used Cronbach's alpha test. Data and information analyzed with chi-square method.

Table 1: Chi-square test results, Variables related to organization

	Chi-Square	df	Sig.
Coordination between decision-making bodies	27.44	4	0.05
Coordination between executive agents	50.432	4	0.05
Evaluation and control of executive plans	46.912	4	0.05
Decentralization	28.64	4	0.05
Urban management effort to attract people's participation	49.496	4	0.05
The role of urban management in achieving sustainable development of urban tourism	43.552	4	0.05

Table 2: Chi-square test results, Variables related to local people

	Chi-Square	df	Sig.
The notification from the authorities to local people in the aftermath of urban tourism development	205.26	4	0.05
The role and involvement of local people in decision-making	202.494	4	0.05
Monitoring of local people in the decision-making authorities 0	204.426	4	0.05

Urban management efforts to increase public awareness and attention to training local people	298.221	4	0.05
Feedback from local people before and after each project and program Cup	218.263	4	0.05
The role of mutual cooperation in the sustainable development of urban tourism between urban managers and local people	207.885	4	0.05

AREA OF STUDY

Khoy is located (38°32'N, 44°58'E) in iran country and located in wide plain. This city has been named 'khoy chukhuru' (hollow of khoy) because it's in a low-altitude location that surrounded by mountains .It is Reduced from the height of the mountain from west to east and from east to west and from south to north too.And they end up in the khoy groove. Also khoy has been named 'Sunflower city' due to sunflower fields (Khoy Governor's Website).

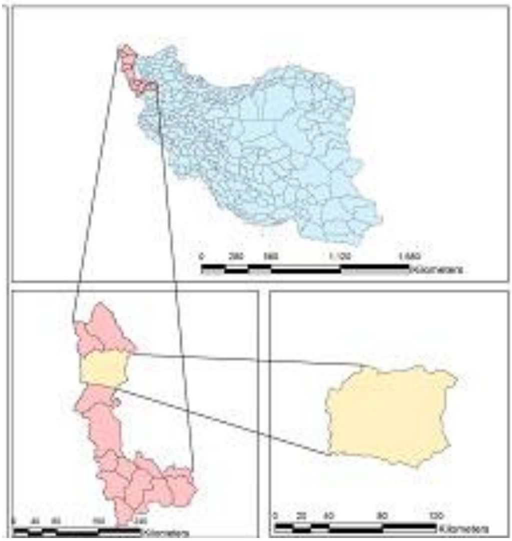

Figure 1: khoy geolocation map

Figure 2 : Left: Tomb of Shams Tabrizi in khoy & Right: Sunflower fields in khoy

RESULTS

Tourism is an activity-based source and it depends on attractions and services, but despite this successful and sustainable development requires planning and management. So that lack of effective management causing economic exploitation for few people if tourism development and finally it will lead to tourism economy loss and employment loss. And also population increases in such a society that tourism is developing and subsequently crime statistics will be increased. Lack of training for local people and tourists makes the urban environment to be destroyed and tourists does not want to visit the destination again. Therefore city officials should pay attention in this issue.

CONCLUSION

The analysis of khoy present conditions in relation to sustainable tourism development bear out that khoy urban management has worked very poorly according to analysis of questionnaires data from local people group in notification to citizen, monitoring of local people, involvement of local people in decision-making and management efforts to increase public awareness and mutual cooperation

between urban managers and local people, In this regard citizen's satisfaction with tourism management is very low, also according to analysis of questionnaire from organization group It is a sign that urban management has worked too weak in coordination between decision-making bodies, coordination between executive agents, evaluation and control the executive plans, decentralization, effort to attract people's participation, management in achieving sustainable development of urban tourism.

Overall result of research bear out that khoy tourism management is not in suitable condition and it has too much distance to sustainable tourism development goals and it needs efficient planning and integrated management by correlated organization in tourism and collaboration with citizen continually and regularly.

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What do we know about the challenges of the digital branding of destinations?

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INTRODUCTION

No doubt the 21st century has brought an important challenge: the boundaryless world and is offering what Alvin Toffler had predicted as the Third Wave, therefore tourists face a dynamic and interconnect international environment. Today digital space plays a significant role in many aspects of the destination branding, especially in information search and decision-making and consumer behavior such as product or destination choosing. Leveraging digital space to market tourism products and destination brand have proven to be an excellent strategy. Present study reviews and analyses the research publications focusing on the digital challenges in the branding of destination. This paper identifies what we know about digital space and its roles on the products and destinations branding and recommends a future research agenda. This study believes that research on the mentioned mater is a new phenomenon and is still in its infancy. Findings show that tourism and hospitality marketers should pay more attention both real and virtual (digital) spaces.

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Coping behavior impacts caused by perceived crowding and tourist satisfaction in an urban historical destination Case study: Tabriz bazaar

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INTRODUCTION

Crowding is a judgment of value that the density or number of collisions with others is excessive. The concept of perceived crowding is often used to emphasize the subjective nature of this concept and shows that sense of crowding is based on evaluations of individuals from a position (Vaske & Donnelly, 2002).

One of the most important reactions to the crowding of tourist attractions is the coping behavior created by the visitors in response to the crowding. Various types of coping mechanisms have been identified to help people manage their coping process (Zehrer & Raich, 2016). Lazarus (1993, p. 373) for example offers: “confrontation, getting distance, self-controlling, seeking social support, accepting responsibility, escape and avoid (hope it will go away), planful problem solving and positive reappraisals". Coping behavior strategies can play a mediating role between crowded places and customer satisfaction, with high satisfaction visitor against the high level of crowding (Manning and Valier, 2001).

According to the definition of the World Tourism Organization, satisfaction is a mental and psychological concept that includes positive feelings and pleasures derived from the acquisition of what one hopes to achieve from a destination, or in another way, what a tourist expects to meet and acquire (chi, 2005).

In the historical context of the Tabriz Bazzar, people probably have different expectations of that place. The realization of these expectations is positively or negatively affected by the effects of crowding. little research has been conducted to examines the relationship between perceived crowding and customer satisfaction, and how this issue is mediated through coping behavior in a historic place is one of the subjects under study. The purpose of this study is to investigate how perceived crowding affects coping strategies and how these coping behaviors affect customer satisfaction.

THEORETICAL BACKGROUND

One of the first and the most influential studies in the field of carrying capacity and crowding was done by Wagar, arguing that different needs and desires cause people to participate in recreational activities. Visitor density may affect some of these needs (Zeitlin, 2008). The visitors implicitly compare the conditions being experienced with their perceptions of what is acceptable (standards) and, if they feel the crowding, it means that the conditions are exceeded out of their standard, reflecting the over use of location capacity (Borck, 1998). For many researchers, the sense of crowding is the most direct physical and psychological representation of the number of visitors (Weaver, 2010).

There are three perspectives on the mechanism of coping behavior: emotion focused, problem focused, and appraisal focused (Juneja, 2004; Zehrer & Raich, 2016). First, emotion focused coping behavior occurs when people try to reduce their emotional stress and find ways to reduce or protect themselves from the source of emotional stress (Lazarus and Fulkman 1984). Second, the goal of problem-focused coping behavior is the management of external stress. People who follow these behaviors seek to find a way to resolve the source of stress (Shelby and Heberlin 1984). This coping mechanism often happens when people understand that conditions or relationships can change and improve (Fulkman , 1984). Third, the coping behavior of the appraisal focused, involves active coping strategies aimed at changing or adapting their thinking patterns in order to adapt to what they are facing (Billings & Moos,1981).

Traveling satisfaction is one of the most important factors in tourism, closely related to the nature of the trip. According to Gronroos (2007), customer satisfaction can be described as perceived service quality, and results from the comparison of expected and experienced quality (Gronroos, 2007). Customer satisfaction has direct impact on wining customers' loyalty and their positive word of mouth, improving the quality of trip and increasing the success possibility of service firms (Hu, Kandampully, & Juwaheer, 2009, Luque-Gil, Gómez-Moreno., & Peláez-Fernández, 2018).

METHODOLOGY

The study was carried out in Tabriz Historic Bazaar (one of the UNESCO World Heritage Sites) in the spring season of 2018. The visitors included different age groups, traveling either in tour or independently with their families or alone. The survey was conducted in person and face-to-face. In total, 384 visitors took part in the survey. The initial questionnaire was distributed to 30 respondents. In addition, due to the lack of accurate information of these tourists, an accessible sampling method was used.

RESULTS

The respondents were asked about the amount of crowding in the Tabriz Historic Bazaar. Surprisingly, 28.1%, equivalent to 108, expressed that they felt very high crowding. While 50.5 %, equivalent to 194, experienced high crowding, with the majority of responses in this group, 15.6 %, equivalent to 60, experienced moderate crowding, and only a total of 22 withstood low and very low crowding.

Several questions were used to measure the intensity of coping behavior used by visitors. The respondents were asked to answer the question of how much they are trying to visit the secluded parts of the Bazzar in response to the crowding in the Tabriz Bazzar. The responses show that 36.5%, equivalent to140, chose a very high selection. The highest number of responses was related to the high option with 44.8%, equivalent to 172. 14.1% of the respondents chose the average option, and only 4.7% had a slight tendency to do so. None of the respondents chose the option of unwillingness.

In the next question, they were asked to answer the question: How much do they prefer to visit the Tabriz Bazzar in the coming days when there is little overcrowding in the Bazzar? Like the early hours of the day or lunchtime. The results of the responses are shown in Table (1):

Table (1): Visitors tendency to visit in earlier hours or hunch time

	Frequency	Frequency percentage
Very low	4	1.0

low	16	4.2
medium	72	18.8
high	180	46.9
Very high	112	29.2

In the Tabriz Grand Bazzar, all parts of the Bazaar do not have the same crowdedness. Measure of crowding in some parts of Bazaar is more than others. In the third question, tourists were asked to answer the question of how much they would like to see other attractions of Bazaar in response to the crowding? The data showed that 34.4 percent had chosen very high, 41.7 percent high and 17.7 percent average option. This is while 5.2 percent have a slight tendency to visit other parts, and 1 percent of them have almost no desire to visit other attractions in the Bazzar.

Visitors were also asked about their satisfaction with visiting the Tabriz Bazaar. Findings of the study are presented in Table (2).

Table (2): Satisfaction rate of visitors from Tabriz Bazzar

	Frequency	**Frequency percentage**
Very low	6	1.6
low	14	3.6
medium	54	14.1
high	204	53.1
Very high	106	27.6

CONCLUSION

The purpose of this study was theoretical development and empirical test of an explanatory model of perceived crowding and coping behavior and its impact on visitor satisfaction. In a historical historic setting, we showed that visitors have a different feeling, but they generally feel as crowded when the population density of visitors in a historic setting exceeds a certain level, and the severity varies for different individuals. Our study responds to this basic question: How does coping behavior affect the customer's satisfaction as a result of perceived crowding? The results of this study indicate that perceived overcrowding leads to the adoption of coping strategies by visitors, and this coping behavior in turn affects visitor satisfaction. Our results confirm the previous study of Shelby and Heberlin (1984) and Zehrer and Raich (2016), which shows that crowding is perceived by visitors, and that crowding is affected by certain variables. But about the effect of coping behavior on tourists satisfaction shows differences with study of Zehrer and Raich.

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A new approach to gaining tourists & visitors satisfaction based on perceived crowding: The case of Tabriz Historic Bazaar

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INTRODUCTION

There is limited access for visitors to many sites particularly during peak periods of demand. Indeed, the sharp increase in the demand for rare recreational sites may bring about different outcomes for the visitors, including increased waiting time, increased stress and decreased quality of the recreational experience (Han et all, 2010). Many researchers (Zehrer & raich, 2016; Shelby, 1980) have indicated that one of the most common social impacts of an increase in the number of visitors is crowding. According to Weaver (2010), crowding is the most direct physical and psychological representation of the number of visitors.

Perceived crowding is a subjective assessment of the density level in a particular area (Shelby & Heberlein, 1984). According to Loo's (1974) and Shelby's (1980) studies, an increase in the number of encounters influences people's perceptions, and in turn their behavior (Zehrer & raich, 2016). Lee & Graefe's (2003) suggested that crowding arises when a large number of people are gathered together, and the use of environmental and/or social resources exceeds the capacity of physical environment (Zehrer & raich, 2016).

According to the definition of the World Tourism Organization, satisfaction is a mental and psychological concept that includes positive feelings and pleasures derived from the acquisition of what one hopes to achieve from a destination, or in another way, what a tourist expects to meet and acquire (chi, 2005). Satisfaction can be approached by expectation theory, stating that previous experiences affect future behavior (Oliver, 2010; Pizam & Milman, 1993). The core of this theory is based on a cognitive process of how individuals choose one behavior according to their own expectations among others (Vroom, 1964). According to Oliver's (1980) expectancy-disconfirmation paradigm (EDP), one of three outcomes will occur: a) confirmation, emerging when the actual experience matches expectations; b) negative disconfirmation, developed when the actual experience falls short of expectations; and c) positive disconfirmation, occurring when the actual experience exceeds expectations (Zehrer & raich, 2016).

In a setting with historical attraction, the realization of the expectations of tourists is affected either positively or negatively by crowding. Most of previous researches have not examined perceived crowding in historical settings by tourists. They have explored restaurants, festivals, and outdoor environments such as waterfalls and winter sports. Due to the existence of large monuments of Iran and their large visitors, this research can lead to improving the conditions for visiting these attractions and reducing the related problems and thereby increasing the satisfaction of tourists. The purpose of this study is to examine the relationship between perceived crowding and customer satisfaction in a historical setting.

THEORETICAL BACKGROUND

Perhaps the concepts of crowding and carrying capacity are among the most interesting issues studied in the field of recreational management (Fleishman, Feitelson & Salomon, 2007; Han et al; Weaver, 2010). According to Altman (1975), crowding occurs when the mechanisms of the solitude do not have a successful function and the individual or group interact with others over desirably i.e. the obtained privacy is less favorable than the optimum.

The basic concept related to perceived crowding is carrying capacity, including the carrying capacity for natural, economic and social suffering (Beta, 2000). One of the first and the most influential studies in the field of carrying capacity and crowding was done by Wagar, arguing that different needs and desires cause people to participate in recreational activities. Visitor density may affect some of these needs (Zeitlin, 2008). The visitors implicitly compare the conditions being experienced with their perceptions of what is acceptable (standards) and, if they feel the crowding, it means that the conditions are exceeded out of their standard, reflecting the over use of location capacity (Borck, 1998). For many researchers, the sense of crowding is the most direct physical and psychological representation of the number of visitors (Weaver, 2010). However, from the tourist perspective, social carrying capacity represents the maximum number of visitors and types of activities in a place not leading to unacceptable degradation of their experience (Lee & Graefe, 2003).

Traveling satisfaction is one of the most important factors in tourism, closely related to the nature of the trip. According to Gronroos (2007), customer satisfaction can be described as perceived service quality, and results from the comparison of expected and experienced quality (Gronroos, 2007). Customer satisfaction has direct impact on wining customers' loyalty and their positive word of mouth, improving the quality of trip and increasing the success possibility of service firms (Hu, Kandampully, & Juwaheer, 2009, Luque-Gil, Gómez-Moreno., & Peláez-Fernández, 2018).

METHODOLOGY

The study was carried out in Tabriz Historic Bazaar (one of the UNESCO World Heritage Sites) in the spring season of 2018. The visitors included different age groups, traveling either in tour or independently with their families or alone. The survey was conducted in person and face-to-face. In total, 384 visitors took part in the survey. The initial questionnaire was distributed to 30 respondents. In addition, due to the lack of accurate information of these tourists, an accessible sampling method was used.

RESULTS

According to the obtained data, 47.4% of respondents were men, with 52.6% women, indicating that the majority of them were women. The ages of respondents were less than 19 years old (11.5%), 20-29 years old (26.6%), 30-39 years old (31.8%), 40-49 years old (24.5%) and in the age group of 50 and above (5.7%) of the total respondents. The highest number of respondents was from the age group of 30-39 with 122 respondents.

The respondents were asked about the amount of crowding in the Tabriz Historic Bazaar. Surprisingly, 28.1%, equivalent to 108, expressed that they felt very high crowding. While 50.5 %, equivalent to 194, experienced high crowding, with the majority of responses in this group, 15.6 %, equivalent to 60, experienced moderate crowding, and only a total of 22 withstood low and very low crowding. Visitors were asked how much they would be waiting for traffic in different parts of the Bazzar. The number of respondents' responses is given in Table (1).

Table (1): Delayed rate of visitors in the Tabriz Bazzar

	Frequency	Frequency percentage
Very low	12	3.1
Low	28	7.3
Medium	58	15.1
High	212	55.2
Very high	74	19.3

Visitors were also asked about their satisfaction with visiting the Tabriz Bazaar. Findings of the study are presented in Table (2).

Table (2): Satisfaction rate of visitors from Tabriz Bazzar

	Frequency	Frequency percentage
Very low	6	1.6
Low	14	3.6
Medium	54	14.1
High	204	53.1
Very high	106	27.6

40.6% of respondents also had very high tendency to visit the Tabriz Bazaar again and 40.5%, equivalent to 156, had high tendency to repeat their trip to this place, while 12.5% had a modest view, and only 6.2% had a low interest.

CONCLUSION

Each tourist attraction in proportion to its abilities should try to win the satisfaction of the tourists with different demands rooted in their interests, priorities and variables. Maximized tourists satisfaction can lead to loyalty and repeated shopping. Therefore, planners in the tourist areas should know which tourists are satisfied with which section, since in this industry, creating loyalty and attractiveness in customers to re-visit a destination is very difficult. In order to satisfy tourists and provide them with suitable services, destinations and tourist attractions must provide services in accordance with tourists' expectations and needs. This is what creates value in this industry and can serve as a basis for competition among tourism business activists.

The Tabriz Historic Bazaar is one of the oldest and most visited attractions in the city of Tabriz, registered in the UNESCO World Heritage list. Every day, hundreds of people visit this place. Undoubtedly, the creation of favorable conditions for their visit and their satisfaction will have a great impact on increasing the number of tourists and thereby increasing the material and non-material benefits. The presence of a large number of people at this historic site will make the tourists perceive crowding, which can have a different effect on their satisfaction with their journey. Crowding is a mental judgment that the density or number of collisions with others is excessive. The concept of perceived crowding is often used to emphasize on the subjective nature of this concept, showing that sense of crowding is based on individual evaluations of the situation. The findings of this research showed that visitors generally perceived the crowding in Tabriz bazaar. They had high satisfaction for a variety of reasons, albeit crowding, however. They also had a great tendency to revisit the place and to introduce this place to their friends and relatives.

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How to use the major sport events organized in France to develop tourism?

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INTRODUCTION

After a long lean period, France obtained the organization of international competitions: Canoeing World Championship (2017), the Ryder Cup (2018), the Gay Games (2018), Women's Soccer World Cup (2019), Rugby World Cup and World Alpine Skiing Championship (2023) and, the highlight, the Summer Olympics in 2024, without forgetting the Women's Handball European Championship (2018), the judo, basketball and the ice hockey world championships, the track and field and the artistic women's gymnastics European championships (2020).

At the same time, France received 82.57 million visitors in 2016 (UNWTO, 2017) and 89 million (+8%) are expected in 2017 (UNWTO, 2018). This number must certainly be taken with precaution. It counts not only the tourists at the usual meaning of the world, all the people crossing France, including the long-distance truck drivers. The most important is that between 2000 and 2016 this number increased of only 7% in France when increasing of 27% in Italia, 48% in the USA, 62% in Spain and 90% in China (see Table 1).

Table 1. International tourist arrivals (adapted from World Tourism Organization and The World Bank Group)

Rank	Country	2000	2016	Difference	Change (%)
1	France	77190000	82570000	5380000	7
2	United States	51238000	75608000	24370000	48
3	Spain	46403000	75315000	28912000	62

Rank	Country	2000	2016	Difference	Change (%)
4	China	31229000	59270000	28041000	90
5	Italy	41181000	52372000	11191000	27
6	United Kingdom	23212000	35814000	12602000	54
7	Germany	18983000	35555000	16572000	87
8	Mexico	20641000	35079000	14438000	70
9	Thailand	9579000	32530000	22951000	240
10	Turkey	9586000	30289000	20703000	216

France, the world tourists' first host country is ranked only the fifth concerning the international tourism receipt, after USA, Spain, Thailand and China (UNWTO, 2017).

The French Tourism Ministry wants to reach 100 million tourists in 2020. Thus, the idea germinated to transform the essay: use the successes obtained in the bids to the organization of international competitions to increase the number of tourists. Everything started with a finding: the tourism promotion does not systematically accompany the sports events promotion. The initiatives of the sports federations, when existing, exceed little the territory limits and are not coordinated with the actors of the tourism sector. Thus it seems that the fallout from the international sport events organized in France can be optimized. Wherefrom the title of the first point of the guideline document published by the Ministry of Tourism: *objectives of the mission « sport and tourism » - to make the major sport events a lever in favour of tourism* (preparation of the Tourism Interministerial Council which will be held the 19th of July, 2018 in Paris). This guideline is used by the report authors and the experts invited to give advises.

The idea to make the most of sport to run business sectors connected to tourism is not new. In the USA, the *Sport Commissions* develop this strategy for several years. Their objective is clearly announced: to develop sports events to increase the attractiveness and thus the economic activity of the city or the County. In the other parts of the world, in Europe specially, the coupling economic sport-activity is less simple than besides the Atlantic Ocean. The idea to use sport as way to create related economic activities is not yet the way of thinking of the main part of people working for sport, especially non professional sport. The world of sport works somewhat in autarky. Concerning the organization of major sport events, the most important seems to succeed in at the bid and in organizing the competition. The use of sport for something else is not considered.

Economists anticipate the earnings then, sometimes, the real fallout, but no strategy is organized either by the world of sport or by the national or local authorities to make the sport tourists a prospect for the industry of tourism at a general point of view. How to do for the supporters to stay on the territory or to come back later? The recent Onesta's and Ministry of Sports report (2018) recommends to associate the economic world to that of sport so the companies bring their know-how regarding performance and regarding project management, proof that this know-how transmission is not made yet.

Everything works as if France is a supermarket the teams of which work independently, just connected with the director. Each team is very successful, succeeds in obtaining very interesting loss leaders but nobody cares about communication. In our case, the rate of knowledge in the French population of the aforementioned competitions is very low. Only 7% of respondents know that Gay Games will take place in Paris, 14% for the Ryder Cup, 29% for the Women's Soccer World Cup. The score reach 83% for the 2024 summer Olympics but only 61% for the Paralympics ("Paris 2024," 2018). To communicate well up stream to the event would allow to inform the national population but also the numerous tourists that could wish to return for the event, thus to kill two birds with one stone in a way.

Another problem of our "supermarket" lies in the incapacity of the sellers to speak a foreign language, it is impossible to pay with the most modern means, the Wi-Fi connections are poor or non-existent, the parking lot is broken up. In other words, the welcome in the touristic places is of rather bad quality, especially concerning the practice of foreign languages, the phone cover is not complete, stadiums are not connected, it is impossible to connect to the Internet in the public transport or even in the corridors of the Parisian subway, to pay with a Smartphone is almost impossible, to reach easily a taxi with an application is reserved to some big cities and the prices of this mode of transportation are prohibitive.

The aim of this paper is to write a critical analysis of the "Sport and tourism mission objectives" report presented to the Prime Minister the 19th of July 2018.

METHODOLOGY

In order to perform this critical analysis, in this paper we use the axes announced in the guideline document published by the Ministry of Tourism and the final report.

The experts invited by the editors of the final document to express their opinion and proposals received this guideline a few days before a series of meetings at the Ministry of Tourism in Paris. This document is confidential and is not published. Some results obtained by past sport events organized in France or somewhere else are used, too.

RESULTS

The first idea is to convince the sport tourists to stay longer in France and to spray them on the whole territory. In the same time it is necessary to reduce the eviction effect that is to say the flight of usual or potential tourists put off by the effects of a sport event on a given territory, a crowd, a reduction of accesses in some cases (ski slopes during a round of the ski world cup in a resort, for instance, the increase in prices, etc.).

During the UEFA Euro 2016 in France three of the six cities having welcome matches knew a decrease of their attending compared with 2015: Paris (-12.2%), Nice (-6.8%), Marseille (-3.4%). If the impact on the turnover is widely positive it is the direct consequence of the increase of the hotel price lists: +35% on average and a peak in 58.5% in Lille. It is distressing to observe that in Saint-Etienne, the effects concerning the peripheral activities during the event (museum, etc.) were weaker than planned and in Bordeaux is noticed a notable reduction in the attendance of the main museums ("Euro 2016," 2017).

In all the cities restaurants seem to be the economic activity having the best results while the other sectors did not take advantage. The only study made to evaluate the impact of the Euro on the welcoming cities was financed by Saint-Etienne. It emerges that the main expense item of the soccer supporters was « drink » with 15 million euro for the city ("Euro 2016," 2017).

From these observations the purpose is to invert the trend to improve the socio-economic impact of the sport events organized in France and to create a long term effect on the tourism by arousing the desire to come again in France. All the arguments must be studied as, among others, the threshold of eligibility of the tax removal, how to maximize the training effect on the small business, how to create a synergy between the sport events to develop the business tourism, how to facilitate the mobilization of important human resources in a short time by facilitating the short contracts.

These major sport events conjugated to tourism can be the opportunity to improve connectivity between regions by every type of transport, to improve and to adapt the trainings to hotel business, restoration and the special event management, to revise the tourist accommodation investment policies.

A whole sector of innovations is possible specially in the generalization of the new technologies of dematerialized payment and the permanent access to Internet, what requires an improvement of the cover of the zones of reception of the visitors, without forgetting the connectivity in the places where take place the events so that spectators made their « community » participate to what they live.

These points proposed by the Ministry are hypothesis that must be studied, that is to compare the current situation of each and the possibilities of meeting the expectations of the sponsor's wishes. The process must be analytical, the first step being to segment the clientele.

We must segment the possible targets. All the persons travelling to attend a sporting event have neither the same expectations nor the same economic means. Female football fans cannot be compared to golf lovers and the basketball teams supporters are not the Gay Games spectators. Even if we find common elements to set up to accommodate these different customers, each has specificities having to be taken into account, in particular to attempt to persuade them to prolong their stay in France and/or to come back later.

CONCLUSION

The paper is articulated between the presentation of the Ministry objectives as mentioned above, and a critical approach of these goals. Indeed, if France has a lot of undeniable assets to attract tourism, it also has a number of short comings compared to other destinations. The possible questioning of its leading position as tourism world leader and the weakness of the economic impact are proof of this. The idea of transforming sport tourists coming to attend an event in « tourism » clients in its generic meaning can be considered interesting, although late, but requires the implementation of long-term strategies, which engages both the government and economic actors working on sport tourism or tourism.

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