



XIII INTERNATIONAL TOURISM CONGRESS

REINVENTING TOURISM
FOR UPCOMING CHALLENGES

27-29 OCTOBER 2021

ESTORIL - PORTUGAL

BOOK OF ABSTRACTS



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Escola Superior
de Hotelaria
e Turismo do Estoril



CiTUR

CENTRE FOR TOURISM
RESEARCH, DEVELOPMENT
AND INNOVATION





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PROGRAMME



ITC 2021
27th October

Day/hour	October 27th 5.30 p.m. - 7.00 (GMT+1)
Language	English
Subject	SOCIAL ACTIVITIES I
	CASCAIS DIGITAL JOURNEY
	Mário Silva & Tiago Lopes



ITC 2021

28th October



Day/hour	October 28th 11.30 a.m. - 12.00 noon (GMT+1)
Language	English
	Opening Session
	President of ESHTe, Raúl Filipe
	Director of CiTUR, Fernando Perna
	President of CCISP, Pedro Dominginhos
	President of Turismo de Portugal, Luís Araújo
	Vice President of the City Council - Cascais, Miguel Pinto Luz
	H.E. the Secretary of State for Tourism, Rita Marques

Day/hour	October 28th 12.00 noon - 2.00 p.m. (GMT+1)
Language	English
	PLENARY SESSION I
Chairperson	Manuela Guerra Coordinator of CiTUR Estoril, Portugal

Day/hour	October 28th 12.00 noon (GMT+1)
Language	English
Subject	Reinventing a tourism destination brand - Greater Bay Area of China
Author	Fanny Vong Macao Institute for Tourism Studies

Day/hour	October 28th 13.00 p.m. (GMT+1)
Language	English
Subject	Tourism: time to be
Author	Luís Araújo Turismo de Portugal

Day/hour	October 28th 3.00 p.m. - 5.00 p.m. (GMT+1)
	PARALLEL SESSIONS I

Day/hour	October 28th 5.30 p.m. - 6.30 p.m. (GMT+1)
Language	English
Subject	SOCIAL ACTIVITIES II
	Mediterranean Cooking
Author	Chef Anna Lins

Day/hour	October 28th 6.30 p.m. - 7.30 p.m. (GMT+1)
Language	English
Subject	SOCIAL ACTIVITIES III
	Mediterranean Pastries
Author	Chef Nelson Felix Chef Filipe Manhita



ITC 2021 29th October

Day/hour	October 29th 11.30 a.m. - 1.30 p.m. (GMT+1)
	PARALLEL SESSIONS II

Day/hour	October 29th 3.00 p.m. - 4.00 p.m. (GMT+1)
Language	English
Subject	SOCIAL ACTIVITIES IV
	Wine Workshop
Author	Sommelier Rodolfo Tristão

Day/hour	October 29th 4.30 p.m. - 6.30 p.m. (GMT+1)
Language	English/Spanish
	PLENARY SESSION I
Chairperson	Fernando Perna Diretor of CiTUR, Portugal

Day/hour	October 29th 4.30 p.m. (GMT+1)
Language	English
Subject	New perspectives on gastronomy tourism: opportunities and challenges
Author	Andrea Pozzi University of Bergamo

Day/hour	October 29th 5.30 p.m. (GMT+1)
Language	Spanish
Subject	La Economía Circular como impulsora de la sostenibilidad turística. Los retos de la pos-pandemia
Author	José Miguel Rodríguez Antón Universidad Autónoma de Madrid

Day/hour	October 29th 6.30 p.m. - 7.30 p.m. (GMT+1)
Language	English
	Closing Session
	Chair XIII ITC 2021, Jorge Umbelino
	XIV ITC 2022, Tomasz Napierała
	Best Paper Award Director of CiTUR, Fernando Perna



PARALLEL SESSIONS - PROGRAM



ITC 2021

October 28th 3.00 p.m. - 4.00 p.m.

Room nº	1.1	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Wine tourism	
Chairperson	Dalila Rosa Hallal U. Federal de Pelotas, Brazil	
Paper nº	Title	Authors
76	Wine tourism in Vale dos Vinhedos: An interpretation based on shared beliefs and mental models of entrepreneurs.	Tissiane Schmidt Dolci , Leonardo Xavier da Silva, Marcelino de Souza
82	Connecting enotourism and absorptive capacity: Evidence in a tourism enterprise	Claudiana Aparecida Silva Noro , Ana Claudia Machado Padilha, João Paulo Jorge
88	The importance of emotions in the wine choice process: The case of Dão wines	Inês Martins, Cristina Barroco , Joaquim Antunes

Room nº	1.2	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and COVID-19 effects (1)	
Chairperson	Mário Silva ESHT, Portugal	
Paper nº	Title	Authors
101	Innovate, resist, overcome: The role of creative cities along COVID-19 pandemic	Sarita Cruz de Oliveira, Mary Sandra Guerra Ashton
54	The COVID impact on tourism	Ana Daniel
4	(Re)Center business in destinations: The perspective of tourism entrepreneurs in the Center of Portugal after COVID-19	Andreia Moura , Maria do Rosário Mira, Ana Ferreira
72	Development of innovations in times of COVID-19: The case of the Beer Valley Route, Brazil	Morgana Secchi , Ana Claudia Padilha, Marcelino de Souza, Erlaine Binotto, Luiz Fernando Fritz, João Paulo Jorge

Room nº	1.3	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Gastronomy	
Chairperson	Carla Castro IP Guarda, Portugal	
Paper nº	Title	Authors
95	Gastronomical heritage and tourism in Vale Gerâmico/RS	Alexandra Marcella Zottis
58	Regional cuisine in the tourist restoration of the Autonomous Region of Madeira	Bruno Sousa
110	Tourism and entrepreneurship in the cultural sectors: Handicraft, gastronomy and folklore	Sandra Andréa da Costa, Mary Sandra Guerra Ashton



Room nº	1.4	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Business/Marketing	
Chairperson	Rita Peres ESHTe, Portugal	
Paper nº	Title	Authors
122	Travel agency sector and crisis management: A case study	Paula Loureiro, Vânia Costa , Ana Catarina Sousa
128	Visual analysis of the projected image of destination: The case of the visitalgarve.pt website	Ana Elisa de Sousa , Sónia Pais
71	Community-based tourism: Impact on place branding	Sara Pereira , Cláudia Seabra , Carla Silva
90	Why are the businesses participating in the tourism route?	Helena Leite , Erlaine Binotto, João Paulo Jorge, Ana Claudia Padilha

Room nº	1.5	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Nature/Adventure Tourism	
Chairperson	Claudete Moreira U. Coimbra, Portugal	
Paper nº	Title	Authors
23	Risk perception at work in the ski tourist sector. An application in the skiable domains of Andorra	Cristina Fernández-Farina , Rosa Maria Mariño-Mesías, Betlem Sabrià-Bernadó, Mariona Portell-Vidal
80	Nature sports, a tourist product. The case of Madeira Island Ultra Trail	João Prudente , Catarina Fernando, Helder Lopes
97	Women and adventure in tourism and leisure scientific production analysis	Ivaneli Schreinert dos Santos , Dianine Censon , Otávio Bandeira de Lamônica Freire
114	Development of strategic lines for the sustainable development of tourism in protected areas - the case of the Serra da Estrela Natural Park	Nelson Carvalho , Teresa Costa, Sandra Nunes

Room nº	1.6	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality (1)	
Chairperson	Maria João Custódio U. Algarve, Portugal	
Paper nº	Title	Authors
136	Adjusting hotel operating ratios to theme parks	Maria Rolim, Cátia Malheiros , Conceição Gomes
30	Portuguese customers experience at the hotel – a study about their comments posted in Tripadvisor	Sandra Filipe , Adriana Marques
21	The impact of the COVID-19 pandemic on hostels in the city of Lisbon	Jorge Abrantes , João Reis
50	Sustainability in hospitality and tourism: Rethinking and reinventing the future of the sector	Vânia Costa , Alexandra Malheiro



Room nº	1.7	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism Products (1)	
Chairperson	Eduardo Brito-Henriques IGOT-U. Lisboa, Portugal	
Paper nº	Title	Authors
25	Car tourism and mototourism: Comparative analysis between motorized events	Ana Graça, Jorge Umbelino, Nuno Costa
26	The personality of the national route 2	Catarina Frias, Ana Caldeira, Carlos Ferreira, Cláudia Seabra
109	Film-induced tourism and local development: An exploratory study to the case "The tale of the Rooster of Barcelos"	Jéssica Vieira, Bruno Barbosa de Sousa, Carlos Araújo
9	Educational tourism as a structuring tool for new behaviors - a re-vision.	Lucília Côrtes

Room nº	1.8	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	English	
Subject	Culture/Education	
Chairperson	Tomasz Napierała U. Lodz, Poland	
Paper nº	Title	Authors
19	For 'a more human tourism': Putting culture at the heart of tourism's paradigm shift	Ana Gonçalves
61	Literary Cascais: A gastronomic journey	Maria Pires, Ricardo Bonacho, Cláudia Mataloto, António Ribeiro
7	Collaborative Tourism - The coworking community of Selina Secret Garden Lisbon	Camilla Di Dio
18	Online teaching-learning experiences in higher education tourism classes	Paula Rama da Silva, Pedro Moita

Room nº	1.9	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism products (2)	
Chairperson	Stanislava Pachrová College of Polytechnics Jihlava, Czech Republic	
Paper nº	Title	Authors
16	Main trends of agritourism development in the post-pandemic period	Marina Metreveli
27	Perspectives of developing agritourism in Georgia	Ana Gvaramadze
36	A guest at home - The experience of Chinese Pilgrims on the Camino de Santiago	Ke Zhang, Victoria Labajo, Ignacio Ramos Riera, Almudena González-del-Valle
81	Romeiros Way, a Conceptual Model for its construction	Vitor Ambrósio

**ITC 2021****October 28th 4.00 p.m. - 5.00 p.m.**

Room nº	2.1	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Culture/Creative Tourism	
Chairperson	Marisol B. Correia U. Algarve, Portugal	
Paper nº	Title	Authors
107	Tourism in creative cities: Challenges and perspectives for sustainability in the pandemic	Mary Sandra Guerra Ashton
124	Re-inventing the "exotic", with Literature and Art: Tourism itineraries in Tahiti, with Paul Gauguin	Isilda Leitão
165	Oral history collection of the virtual tourism museum in Brazil: Narratives of groups in exclusion processes	Dalila Rosa Hallal, Valéria Lima Guimarães
56	Creative tourism as a promoter of the Sustainable Development Goals - Alentejo Central	Eunice Duarte

Room nº	2.2	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and COVID effects (2)	
Chairperson	Susana Lima IP Coimbra, Portugal	
Paper nº	Title	Authors
57	The COVID-19 pandemic crisis in Fernando de Noronha Tourism	Wilma Paixão, Itamar Cordeiro, Nathália Körösy
6	Nautical tourism: A solution for tourism, in the time of COVID-19?	Eunice Lopes, Jorge Simões, João Simões
168	The unexpected merged of tourism seasons and COVID-19 pandemic: Marketing and economic Contributions from ex-ante and ex-posts observations in the Algarve	Maria João Custódio, Fernando Perna
38	Contribution of the scientific community to the global research in tourism and COVID-19	Celia Rafael, Ana Luisa Pires

Room nº	2.3	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Rural Tourism	
Chairperson	Gonçalo Fernandes IP Guarda, Portugal	
Paper nº	Title	Authors
87	Territorial certification for olive tourism in Brazil: Proposition of a framework of analysis for the sector	Thais Simionato, Ana Claudia Padilha, Debora Hoff, João Paulo Jorge
117	The contribution of the Wine Routes in the development of Rural Tourism	Adriano Costa, Carla Castro, Pedro Amaral
64	Entrepreneurs' perceptions of institutional support and restrictions in two rural tourist routes in Brazil	Ângela Cristina Albarello Marins, Tissiane Schmidt Dolci, Marcelino de Souza



Room nº	2.4	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality/Restaurants (1)	
Chairperson	Bruno Sousa U. Madeira, Portugal	
Paper nº	Title	Authors
39	The impact of pandemic crisis on the hospitality industry: The case of Portugal	Vânia Costa, Sílvia Raquel Pereira
31	Concerns and attitudes of hotel managers with respect to relationship marketing	Sandra Filipe , Adriana Marques
133	Management accounting in restaurants: Case study of the implementation of USAR in O Pinote restaurant	Filipa Campos , Luís Lima Santos, Conceição Gomes

Room nº	2.5	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism products (3)	
Chairperson	Dulcineia Ramos IP Leiria, Portugal	
Paper nº	Title	Authors
118	Restructuring spa tourism destinations: European spa towns in a network	Paula Proença , Maria do Rosário Mira, Adília Cabral
139	Diversification of tourism in the tourist and hydromineral resorts of S. Paulo's water circuit	Tatiana Heidorn Alvarez de Aquino Pereira , Odaléia Telles Marcondes Machado Queiroz
154	Places marketing as a contribution to the environmental tourism segment: a case study in Jericoacoara-CE	Anne Freire, Cristiane Souza , Zaila Oliveira, Thais Feitosa
65	Tourism and regional economic development: Tourists products as an instrument	Sara Fernandes , Vânia Costa

Room nº	2.6	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism Marketing	
Chairperson	Paulo Almeida IP Leiria, Portugal	
Paper nº	Title	Authors
74	Acting under the influence: Followers' attitudes to digital influencers in travel and tourism	Rita Peres , Catarina Oliveira
127	Utility of film tourism in destination management	Emine Yilmaz , Ekin Yilmaz
140	Short-term effects of social media image on hotel performance	Tomasz Napierała , Katarzyna Lesniewska-Napierała, Maciej Adamiak



Room nº	2.7	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism and COVID effects (3)	
Chairperson	Ana Elisa Sousa IP Leiria, Portugal	
Paper nº	Title	Authors
37	Are visitors in the COVID times so different?	Stanislava Pachrová
77	COVID-19 impacts on touristic animation	Inês Silva , Cláudia Seabra
48	Online communication and interaction during the COVID-19 pandemic: Perceptions of tourism higher education faculty and students	Paula Cardoso, Ana Paiva, Ana Loureiro, Ana Runa, Carlos Seco, Elisabete Mendes, Hugo Pereira, Inês Messias , João Paz, Lina Morgado, Márcia Vieira, Nuno Oliveira
120	What has been said about the reinvention of tourism post-COVID: Rethinking policies, strategies or the role of DMOs?	Maria do Rosário Mira, Eugénia Lima Devile , Susana Lima, Andreia Moura

Room nº	2.8	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Sustainability	
Chairperson	Ana Gonçalves ESHTE, Portugal	
Paper nº	Title	Authors
131	Stakeholders participation towards a sustainable cultural route under times of uncertainty in the Algarve	Cláudia Almeida, João Martins , Alexandra Gonçalves
69	Small hotel chains in Portugal and sustainability	Maria de Lurdes Calisto , Jorge Umbelino, Ana Gonçalves, Cláudia Viegas
83	COVID-19 and the public debate about the tourism and its sustainability: A comparative content analysis of newspapers in Portugal and Germany	Sara Góis , Eduardo Brito-Henriques
11	Shifting towards Regional Sustainable Growth: The Azores Archipelago as a Territory with meaningful Potential for the Development of Slow and Nature-based Tourism. A study based on a multi-variated analysis criteria	Rui Alexandre Castanho, Gualter Couto, Pedro Pimentel, Célia Carvalho, Áurea Sousa, Maria da Graça Baptista

Room	2.9	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Posters	
Chairperson	Francisco Silva ESHTE, Portugal	
Paper nº	Title	Authors
2	Evaluation of the tourist carrying capacity: An analysis of the hiking trails in Pampilhosa da Serra	Luiz Alves
67	Planning study for municipal motor caravanning parking. Lessons from Lagos, Algarve	Paulo Reis, Leandro Gabriel
143	Sport and agrotourism experiences - a contribution to tourism differentiation in Silves, Portugal	Carolina Coelho , Maria João Custódio, Fernando Perna
35	Risk Assessment and Management in the Production of Meals for Food Intolerances Case Study: Catering units for the production of Gluten- Free Meals	Catarina Afonso, Cátia Morgado, Manuela Guerra, Carlos Brandão



ITC 2021

October 29th 11.30 a.m. - 12.30 p.m.

Room nº	3.1	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Food (1)	
Chairperson	Carlos Brandão ESHTE, Portugal	
Paper nº	Title	Authors
40	Risk Management in the Production of Traditional Portuguese Culinary Preparations Containing Raw Eggs case study: "Bacalhau à Brás"	Daniel Teixeira, Cátia Morgado, Eduardo Tondo, Manuela Guerra, Carlos Brandão
47	Food sustainability practices in the restoration of the Autonomous Region of Madeira	Bruno Sousa
59	From snacks to meat alternatives: The potential of walnuts for trendy foods	Manuela Guerra, Nelson Félix, Carlos Brandão

Room nº	3.2	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Events (1)	
Chairperson	Fernando Perna U. Algarve, Portugal	
Paper nº	Title	Authors
49	Reshaping corporate events throughout a pandemic pattern context	Cláudia Lopes, Susana Filipa Gonçalves
86	Profile and expectations of volunteers in an international sport event held on a tourist destination island	Jorge Soares
53	The touristic recreation in festival tourism: The case study of Andanças festival (Portugal)	Daniela Amorim, José Luis Jimenez-Caballero, Paulo Almeida

Room nº	3.3	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Urban / Rural Tourism	
Chairperson	Ana Daniel IP Guarda, Portugal	
Paper nº	Title	Authors
100	Digital storytelling for new markets in the Peru tourist destination	Alexandra Castillo, Cláudia Seabra, Carla Silva



Room nº	3.4	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Consumers	
Chairperson	Paula Loureiro IPCA, Portugal	
Paper nº	Title	Authors
28	A conceptual approach to the tourist value co-creation: Dimensions, antecedents and consequences	Pedro Miguel Carvalho
8	Tourism experiences in low density territories: The case of the historical village of Trancoso	Maria Castanheira, Francisco Silva
75	Tourists' behaviour in a post-pandemic context: The consumption variables - a meta-analysis title	Pedro Vaz Serra, Cláudia Seabra
105	Motivations for traveling in the near future: Generational differences	Ana Machado, Maria de Lurdes Calisto, João Rosário, Nuno Gustavo, Georgette Andraz, Luísa Carvalho

Room nº	3.5	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism Planning	
Chairperson	Maria Gorete Dinis IP Portalegre, Portugal	
Paper nº	Title	Authors
14	Territorial brand as strategy in competitiveness between tourist destinations	Giovana Goretti F. Almeida, Paulo Almeida
42	Requalification of public spaces and tourism development: The case of Vizela - Northern Portugal	Jorge Coelho, Filipe Costa
66	The Marian paths of Portugal and local development	João Caldeira Heitor, Eunice Duarte
84	Tourism in border territories and the challenges between cooperation and resilience. Approach to the border between central Portugal and Spain	Gonçalo Fernandes

Room nº	3.6	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality (2)	
Chairperson	Sandra Filipe U Aveiro, Portugal	
Paper nº	Title	Authors
111	The evolution of hotel employees' profile - the point of view of the employer	Lia Rosa, Maria de Lurdes Calisto
113	Outsourcing and Performance of 4 and 5 star hotels in the Autonomous Region of Madeira	João Ferreira, Sandra Rebelo
60	Affirmation and development of luxury hospitality in Cascais	Laura Cruz



Room nº	3.7	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Technology (2)	
Chairperson	Pedro Anunciação IP Setúbal, Portugal	
Paper nº	Title	Authors
62	Gamification applied to the training of tourism professionals – Madeira Specialist	Pedro Moita , Paula Rama da Silva
108	Accessible tourism and eTourism: a preliminary approach in CBR's	Cátia Macedo , Trinidad Domínguez, Bruno Sousa
115	The electronic word-of-mouth on digital platforms: The case of Torre de Palma Wine Hotel	Rita Caldeira , Jaime Serra

Room nº	3.8	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	English	
Subject	Hospitality / Technology	
Chairperson	Carlos Siu Lam MPI, Macao China	
Paper nº	Title	Authors
132	Tripadvisor reviews: Users' multiple posts may be tampering with your online reviews research results	Marisol B. Correia , Filipa Perdigão Ribeiro , Nuno António
70	Hotels' adequacy in facilities and services for guests with special needs: The cases of Portugal and Cyprus	Sotiroula Liasidou , Jorge Umbelino, Cláudia Viegas
153	A research to determine the smart destination selection process of millennial (y-generation) tourists	Metin Surme , Ercan Ince

Room nº	3.9	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	English	
Subject	Economy of Tourism	
Chairperson	Luís Lima Santos IP Leiria, Portugal	
Paper nº	Title	Authors
17	DSGE models as a tool for quantifying the economic impacts of tourism	Ana León-Gómez , Sergio M. Fernández-Miguélez, Manuel Ángel Fernández-Gámez
125	Revenge travel: A re-vitaliser for the travel and tourism sector	Suzanee Malhotra
137	The economic impacts of tourism in the equatorials countries	Aneta Teperek , Luís Lima Santos

**ITC 2021****October 29th 12.30 p.m. - 1.30 p.m.**

Room nº	4.1	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Food (2)	
Chairperson	Manuela Guerra ESHTe, Portugal	
Paper nº	Title	Authors
5	Reinventing Entrepreneurship Education Programmes During Challenging Times: The case of the Tourism Creative Factory Food Edition	Francisco Banha , Andre Rui Graca, Francisco Miguel Banha
15	Attributes for the responsible consumer: Food, healthy service and entertainment	Dolores Gallardo Vázquez
141	Vegetarianism and Veganism as a hotel product: Implications in service and meal preparation	Sofia Guerra , Maria Pires

Room nº	4.2	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Events (2)	
Chairperson	Cátia Malheiros IP Leiria, Portugal	
Paper nº	Title	Authors
169	Social and economic impact of sports in the city of Guimarães: Preliminary observation on the last decade mutations and current insights by the resident's perspective	Tiago Portilha , Fernando Perna, Maria João Custódio
12	The events in the touristic dynamization of the Madeira islands post-COVID19	Ana Isabel Abreu , João Reis
43	Megaevents and their Impacts on Local Communities – A State-of-the-Art Analysis	Carolina Gonçalves , Susana Filipa Gonçalves, Jorge Umbelino
24	The LGBT wedding segment in Madeira Island's hospitality	Cristina Oliveira , Francisco Silva, Dulce Sarroeira

Room nº	4.3	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism / Islands	
Chairperson	João Prudente U. Madeira, Portugal	
Paper nº	Title	Authors
1	Impacts caused by COVID-19 on airports and tourism in the main islands of the Autonomous Region of the Azores	Jorge Abrantes , Rui Quadros
13	City image, city brand personality, and residents' life satisfaction in Ponta Delgada	Tania Rego, Ana Isabel Moniz , Osvaldo Silva
106	Tourist development and non-conventional water production systems in island areas	Inés Ruiz De la Rosa , Natalia Antonova, Javier Mendoza Jiménez



Room nº	4.4	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Business	
Chairperson	Maria de Lurdes Calisto CITUR - Estoril	
Paper nº	Title	Authors
93	COVID-19 and the Portuguese lodging industry	Victor Alves Afonso , Maria de Lurdes Calisto
121	Attractiveness and retention factors for the new generations in travel agencies	Paula Loureiro, Vânia Costa , Ana Beatriz Azevedo
10	The impact of the tourism segmentation to market reenvention: The case of tourism SMEs	Jéssica Ferreira , Nuno Marques da Costa, Bruno Sousa
96	Resilient business models in different contexts: Wine and tourism sectors	Teresa Costa , Fernando Valente, Tiago Pinho , Nuno Teixeira , Pedro Anunciação

Room nº	4.5	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Sustainability / Education	
Chairperson	Cristina Barroco IP Viseu, Portugal	
Paper nº	Title	Authors
46	Perception of events management students in relation to environmental sustainability: case study in Portugal	Filipe Severino
73	Sustainability, innovation, and tourism – What connection? A systematic literature review	Vasco Santos , Maria José Sousa, Manuel Au-Yong-Oliveira, Carlos Costa
85	Territory, tourism and educational pathways. articulation of interests for geoconservation at Estrela Geopark	Gonçalo Fernandes
119	Sustainable development of cruise tourism in the Lisbon region – supply perspective (pre COVID-19)	Nuno Ricardo Dias , Carlos Costa, José Sancho Silva

Room nº	4.6	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality / Restaurants	
Chairperson	Eunice Lopes IP Tomar, Portugal	
Paper nº	Title	Authors
91	The importance of employees' motivation in hotels - the case of Hotel D. Luís	Ana Gabriela Pereira , Cláudia Seabra
152	Seasonality in the hotel tourist market in the municipality of Tomar: Case study	Patrícia Nunes , Eunice Lopes, Rúben Loureiro
155	The performance of typical Algarve delicacies in the menu analysis of a restaurant in the region - a case study	Daniela Silvestre , Manuel Serra, Carlos M. Afonso, Cláudia Henriques
89	Tableau de bord and balanced scorecard: Knowledge dissemination in the hotel industry	Maria Machado , Catarina Nunes



Room nº	4.7	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Technology (3)	
Chairperson	Pedro Carvalho IP Viana do Castelo, Portugal	
Paper nº	Title	Authors
51	New trends in digital behaviour for Brazilian mature tourists	Márcia Santos , Belém Barbosa, Cláudia Amaral Santos
79	Smart Tourism Destination Management. Trends and Challenges at Coimbra	Norberto Santos , Claudete Oliveira Moreira, Carlos Cardoso Ferreira, Luís Silveira
123	Free Wi-Fi networks in the management of urban tourism destinations	Maria Gorete Dinis , Adelaide Proença, Luís Cidade, Joana Branco
129	Accessible tourism through digital accessibility: A systematic literature review	Elena Fernández-Díaz , Nelson Dematos, Marisol Correia

Room nº	4.8	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	English	
Subject	Tourism products (4)	
Chairperson	Ana Gvaramadze Grigol Robakidze University, Georgia	
Paper nº	Title	Authors
92	Transhumance in Portugal: The case of the municipality of Castro Daire	Raquel Rodrigues, Cláudia Seabra
32	The role of ecotourism development in Georgia	Salome Bestaeva
44	The development of cultural hiking tourist routes in mountain tourist destinations	Diana Foris , Ana-Madalina Comsa
45	Linking physical risk perception antecedents with urban tourist on-site consumption	Andreia Pereira , Cláudia Seabra, Ana Caldeira

Room nº	4.9	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	English	
Subject	Hospitality / Tourism facilities	
Chairperson	Suzanee Malhotra University of Delhi, India	
Paper nº	Title	Authors
29	Restaurants in Portugal: Management for liquidity or profitability?	Ana Lucas , Ana Ramires
130	Macao's recreational facilities and city branding	Carlos Siu Lam , Lynn Jamieson
135	Cost structure in the hotel industry - comparison between Portuguese and Spanish hotels	Ana Isabel Costa , Conceição Gomes, Luís Lima Santos
147	Perspective of laid-off employees towards retrenchment and outplacement programs of selected airline companies in the Philippines	Lizette Vicente



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Room 1.1

Room nº	1.1	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Wine tourism	
Chairperson	Dalila Rosa Hallal U. Federal de Pelotas, Brazil	
Paper nº	Title	Authors
76	Wine tourism in Vale dos Vinhedos: An interpretation based on shared beliefs and mental models of entrepreneurs.	Tissiane Schmidt Dolci , Leonardo Xavier da Silva, Marcelino de Souza
82	Connecting enotourism and absorptive capacity: Evidence in a tourism enterprise	Claudiana Aparecida Silva Noro , Ana Claudia Machado Padilha, João Paulo Jorge
88	The importance of emotions in the wine choice process : The case of Dão wines	Inês Martins , Cristina Barroco , Joaquim Antunes



Wine tourism in Vale dos Vinhedos: An interpretation based on share beliefs and mental models of entrepreneurs

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Structured Abstract

Purpose. The purpose of this paper is to identify the shared beliefs and mental models that guided entrepreneurial action in the development of wine tourism in Vale dos Vinhedos, the main wine route in Brazil.

Theoretical framework. This study is supported by Douglass North's Theory of Institutions, focusing on shared beliefs and mental models that guide the action of organizations in institutional dynamics.

Design/methodology/approach. This is a qualitative study, in which 41 semi-structured interviews were conducted with representatives of organizations that are part of the wine tourism network in Vale dos Vinhedos. This paper uses thematic analysis to examine the patterns or themes found in the data.

Findings. The results show that the shared beliefs about the importance of hard work, family and the history of Italian immigration in the region guided the entrepreneurial action. Likewise, it was identified that the competitive logic between wineries and collective solutions in the face of crises are shared mental models that encouraged wine tourism.

Research, Practical & Social implications. Shared beliefs and mental models are crucial variables for development that are poorly studied despite their importance. Knowing these variables is fundamental for proposing actions and policies adhering to the local culture and identifying possible obstacles to these implementations.

Originality/value. The study innovates by proposing the use of the institutional theory of Douglass North, recognized with a Nobel Prize in Economics, in the field of tourism, contributing to fill a gap in the academic literature.

Keywords: Wine tourism; Institutions; Shared beliefs; Mental model; Entrepreneur.



References:

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Connecting enotourism and absorptive capacity: Evidence in a tourist enterprise

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Structured Abstract

Purpose. The objective of the research is to understand how the absorptive capacity process occurs at the winery Vinícola Campestre, located in the city of Vacaria / RS, Brazil.

Theoretical framework. Wine tourism is one of the sectors that has been developing in Brazil, driven by wineries located in Serra Gaúcha and other micro-regions of the state. In wine tourism, the visitor has the opportunity to visit spaces of production and industrialization, getting to know the culture, history, local gastronomy, among other attractions.

Design/methodology/approach. Research was carried out with a qualitative and exploratory approach, with data collected through a semi-structured interview applied to the director of the winery.

Findings. As significant results, it is noteworthy that the directors had previous knowledge that are applied in the activities developed by the winery, with internal factors being the most influential, and external factors, such as market trends, are identified as elements that drive and increase individual and collective absorptive capacity.

Research, Practical & Social implications. It is considered that in the knowledge management process, the demand for new knowledge unfolds in organizational learning, and it proves to be a sine qua non condition for the success and scope of strategies in the winery.

Originality/value. It provides a panoramic view of the potential of absorptive capacity as a theoretical construct to understand the development of enotourism, pointing to a relationship between entrepreneurial orientation and the need for knowledge in family businesses that is increasingly important and space in tourism.



Keywords: Absorptive capacity; Enotourism; Knowledge.

References:

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- Lane, P. J.; Koka, B. R.; Pathak, S. (2006). The reification of absorptive capacity: a critical review and rejuvenation of the construct. *Academy of Management Review*, 31(4), 833–863.
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The importance of emotions in the wine choice process: The case of Dão wines

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Structured Abstract

Purpose. Although wine is a product with an enormous representation in the Portuguese economy and its consumption is a common practice, there are few studies on the emotions associated with the act of consumption. In an attempt to fill this gap, this paper analyses the consumer of Dão wines, identifying the type of wine he prefers to drink, which criteria are the basis of his choice and the emotions associated with consumption.

Theoretical framework. According Ferrarini et al. (2010) the behaviors of wine consumption and the contexts in which they are inserted, together with the sensory subjective experiences, give wine a particular and interesting emotional meaning. Also for Niimi et al. (2019) there are strong emotional ties between the consumer and the wine.

Design/methodology/approach. A qualitative methodology was used by conducting five exploratory interviews with professionals in the wine field and a quantitative methodology that was embodied in the application of a questionnaire to wine consumers, obtaining 211 responses.

Findings. The analysis of the results allows to identify several emotions associated with consumption. Consumers value criteria such as grape varieties, producer, brand, medals / awards and winemaker when choosing wine. Positive emotions prevail over negative emotions. Emotions like happiness, enthusiasm, pride and inspiration are often evoked.

Research, Practical & Social implications. This study helps Dão wine producers to understand which factors are most valued by the consumer when choosing a wine, as well as the associated emotions.

Originality/value. Although there are some worldwide studies that address the emotions associated with wine consumption, the application to a Portuguese region is innovative.



Keywords: Emotions; Dão Wines; Consumption.

References:

- Ferrarini, R., Carbognin, C., Casarott, E., Nicolis, E., Nencini, A., & Meneghini, A. (2010). The emotional response to wine consumption. *Food Quality and Preference*, 21(7), 720– 725.
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Room 1.2

Room nº	1.2	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and COVID-19 effects (1)	
Chairperson	Mário Silva ESHTE, Portugal	
Paper nº	Title	Authors
101	Innovate, resist, overcome: The role of creative cities along COVID-19 pandemic	Sarita Cruz de Oliveira, Mary Sandra Guerra Ashton
54	The COVID impact on tourism	Ana Daniel
4	(Re)Center business in destinations: The perspective of tourism entrepreneurs in the Center of Portugal after COVID-19	Andreia Moura , Maria do Rosário Mira, Ana Ferreira
72	Development of innovations in times of COVID-19: The case of the Beer Valley Route, Brazil	Morgana Secchi , Ana Claudia Padilha, Marcelino de Souza, Erlaine Binotto, Luiz Fernando Fritz, João Paulo Jorge

Innovate, resist, overcome: The role of creative cities along covid-19 pandemic

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Structured Abstract

Purpose. The present work aims to analyze actions and initiatives that stood out by the UNESCO Creative Cities Network during the fight against the COVID-19 pandemic.

Theoretical framework. For the theoretical framework, we adopted the concepts of Creative Cities from LANDRY (2013), VIVANT (2012) and URIBE (2019).

Design/methodology/approach. To achieve this goal, we opted for exploratory descriptive research, through bibliographical research.

Findings. Creativity provided a vehicle for solidarity and mutual aid during the pandemic. The creative sector has worked to support the response to the pandemic by spreading messages related to hygiene and social distancing. Design and innovation have been widely mobilized to provide creative solutions to the multiple challenges brought about by the pandemic. Finally, it stands out that the UCCN fostered enhanced intercity collaboration during the pandemic.

Research, Practical & Social implications. As a result of the research, its application invites thinking from a renewed sociological perspective that aspires both to the analysis and understanding of multiple relationships, dynamics, and phenomena, as well as to the reinforcement and sustainability of its processes as generators of economic well-being, cohesion social and territorial development.

Originality/value. The present research has relevance and originality, as well as social impact and practical applicability, since in such challenging times, the power of culture and creativity must be harnessed to strengthen cooperation between cities, people, and communities.

Keywords: COVID-19; Creative Cities; UNESCO.



References:

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The covid impact on tourism

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Structured Abstract

Purpose. Any unexpected event causes changes in the time series and those associated with tourism have been witness to this, but the effects of this pandemic cannot be compared to any other event that has occurred so far. This paper compares some of these unexpected events (news shocks) over time worldwide compared to the effects of COVID 19 on tourism.

Theoretical framework. The paper presents the historical evolution of tourism in the world and in Portugal, analyzing the different breaks over time and associated news shocks.

Design/methodology/approach. The paper is based on the analysis of the evolution of the tourism series at world and national level. The events associated with the breaks are analyzed in a specific way.

Findings. The September 11 attacks caused a drop of 2% in international tourist arrivals. It is also after these attacks that the Asia and Pacific region surpasses the America region and occupied the 2nd place in the ranking of international tourist arrivals. In 2003 the SARS-Cov caused a decline of 0.4% on this time series. The fall registered in 2020 compared to 2019 in the world arrivals of international tourists corresponds to 73% and it is necessary to go back more than 30 years to register similar values in this time series.

Research, Practical & Social implications. The effects of this pandemic cannot be compared to any other event in tourism. The fall registered in the international tourist demand in Portugal corresponds to 75%, when comparing the years 2019 and 2020, being necessary to go back more than 35 years in time until a value lower than this is found.

Originality/value. Tourism is a sector that affects not only the economy of the host country, in terms of investments made, hotels and restaurants, the entertainment industry, trade, among many others, but also the world economy.

Keywords: Time series; Tourism; COVID-19.



References:

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(Re)Center business in destinations: The perspective of tourism entrepreneurs in the Center of Portugal after COVID-19

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Structured Abstract

Purpose. To understand entrepreneurs' motivations and the attributes that they value and that drive them to invest (or not) in tourist destinations.

Theoretical framework. After COVID-19, territories need to generate conditions that will enable them to assert themselves in a climate of insecurity. The key issue focuses not only on appeal to tourists, but also on attracting residents and innovative businesses.

Design/methodology/approach. A cross-sectional study, of exploratory nature, through a self-administered survey, addressed to entrepreneurs in the Central Region of Portugal was conducted. Data were collected between January and May 2021, obtaining 138 responses (n=138). The questionnaire was submitted to content, reliability, and validation analyses and to principal component analysis (PCA). Matrices of variance and covariance (MANOVA) were analysed, aiming to test differences in responses between groups.

Findings. 'Resources' and 'Territorial brand' are determining factors in the investment of new businesses or the development of existing ones. However, consonance between the entrepreneur's objectives and the characteristics of the territory, reinforcing the link between these and the region identity, appear as conditions that influence entrepreneurial initiative.

Research, Practical & Social implications. The study contributes to broaden knowledge within crisis management and to better understand the motivations of tourism entrepreneurs, so that strategies and policies may be adjusted to the revitalization of the business fabric and boost entrepreneurship in tourism destinations in a post-pandemic period.

Originality/value. Research on this topic is still limited and tourism entrepreneurs represent a group that has been little studied in the literature.

Keywords: Attributes of tourist destinations; COVID 19; Entrepreneurship; Entrepreneur motivations; Tourism business.

References:

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Development of innovations in times of covid-19: The case of the Beer Valley Route, Brazil

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Structured Abstract

Purpose. The objective of the research was to identify, in the midst of the Covid-19 pandemic, the innovations developed in the enterprises that integrate the Beer Valley Route, in the state of Santa Catarina, Brazil.

Theoretical framework. Innovation has proven to be one of the main elements that promotes the development of tourism, due to the possibility of allowing a greater diversification of the offer of products, services and attractions in Brazil and in many places in the world.

Design/methodology/approach. The methodological procedure used in the research included the use of a qualitative and quantitative approach, with data collected by informing the owners of eight breweries, with a semi-structured script containing questions prepared based on the literature. The mitigations were carried out online in 2020, and the data propagated with the content analysis technique supported by the Iramuteq software.

Findings. The results induced that craft beers differ because they are produced based on creativity and innovation, with high quality, mainly derived from the use of differentiated and incorporated inputs. Entrepreneurs reported that they offer a variety of different, more expensive, high-quality beer styles and flavors to serve the niche of the most specific market.

Research, Practical & Social implications. In the tourist route, the covid-19 pandemic forced the enterprises to adopt new management practices, however in most of the enterprises there were layoffs and a drop in revenues. However, some breweries used the moment and innovated, launched new products, and opened new markets for their products and services.

Originality/value. This research identified, considering the constraints of the Covid-19 pandemic, the innovations developed by brewing companies that integrate the Beer Valley Route (Santa Catarina, Brazil).

Keywords: Beer Route; Tourism; Innovation; Tourist developments; COVID-19.

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Room 1.3

Room nº	1.3	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Gastronomy	
Chairperson	Carla Castro IP Guarda, Portugal	
Paper nº	Title	Authors
95	Gastronomical heritage and tourism in Vale Germânico/RS	Alexandra Marcella Zottis
58	Regional cuisine in the tourist restoration of the Autonomous Region of Madeira	Bruno Sousa
110	Tourism and entrepreneurship in the cultural sectors: Handicraft, gastronomy and folklore	Sandra Andréa da Costa, Mary Sandra Guerra Ashton

Gastronomical heritage and tourism in Vale Germânico/RS

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Structured Abstract

Purpose. The objective of this study is to investigate the appropriation by Tourism of gastronomic products established as cultural heritage through municipal laws in the Tourist Region of Vale Germânico/RS.

Theoretical framework. The Federal Constitution defines as cultural heritage the goods of a material and immaterial nature that bear reference to the memory of the different groups that form Brazilian society. States and Municipalities can also carry out the process of inventorying and registering gastronomic cultural goods as heritage, with their own legislation.

Design/methodology/approach. The study employs bibliographic and documentary research as methodological procedures. The bibliographical review starts from the Cultural Memory and its relations with cultural heritage, gastronomy, and tourism. In the documentary section, it considers the municipal legislation that instituted the investigated gastronomic products.

Findings. In Vale Germânico, in three of the investigated municipalities, Campo Bom, Dois Irmãos, and Sapiranga, the use of their respective gastronomic patrimony – Orange Bread (Pão de Laranja), Typical Brazilian Colonial Coffee (Café Colonial), and Potato Dumpling (Bolinho de Batata) – presents different levels of impact. It appears that despite the relevance of specific legislation, greater assertiveness in the development and promotion of these gastronomic products is essential.

Research, Practical & Social implications. The aim of this study is to contribute so that the investigated municipalities can plan and carry out actions more based on the tourist promotion of their heritage gastronomic products.

Originality/value. It is understood that the results can contribute to the development of a model that guides Vale Germânico in a more effective promotion of its gastronomic heritage.

Keywords: Cultural Memory; Tourism; Gastronomy; Cultural Heritage; Vale Germânico/RS.



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Regional cuisine in the tourist restoration of the Autonomous Region of Madeira

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Structured Abstract

Purpose. The objective of this study is to know the presence of typical regional foods, as well as the typical dishes of regional gastronomy in the tourist restoration of the Autonomous Region of Madeira.

Theoretical framework. Gastronomy is an essential resource for the creation of value and differentiation of tourist destinations.

Design/methodology/approach. For this study, it was considered the universe of restaurants existing in the search engine “Tripadvisor Portugal®”, which is widely used by tourists, considering in the research: “Restaurants”, “Madeira” and “Regional gastronomy”.

From the selected restaurants, their responsible were contacted, invited to participate in this study and to fill out a developed survey, which was applied by phone or directly by the Google® Forms platform through a link that was made available to the restaurant manager. The survey was conducted between 1 and 20 October 2020.

Findings. 101 restaurants participated, of which 57.4% were located in the municipality of Funchal and we found that among regional products, 99% of the restaurants offered “Madeira Wine”, 89.1% “Poncha”, 85.1% “Bolo do Caco” and 84.2% “Passion Fruit”. Among the typical regional dishes, we found that 76.2% offered “Tuna steak”, and 72.3% “Espetada”, “Milho Frito” and “Passion Fruit Pudding”.

Research, Practical & Social implications. The regional products and gastronomy are present in the tourist restoration of this region, however the expression should be even greater, and should be further promoted, given its importance for regional tourism.

Originality/value. Confirm the presence of regional foods and dishes in the tourist restoration of this region.

Keywords: Gastronomy; Madeira; Regional foods; Tourist restoration.



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Tourism and entrepreneurship in the cultural sectors: Handicraft, gastronomy, and folklore

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Structured Abstract

Purpose. The objective of this investigation is to analyze the handicraft, gastronomy, and folklore in the city of Igrejinha/Brazil, the entrepreneurial actions of women and the contribution in relation to Tourism.

Theoretical framework. The theoretical basis is constituted by the theme of Cultural Expressions - handicraft, gastronomy, and folklore, as well as the theme of entrepreneurship and social and economic development.

Design/methodology/approach. In the methodology, exploratory research with qualitative analysis was used. The instrument used was the interview, which took place in person for a group of 25 artisans, 16 women from gastronomy and 3 women from folklore activities.

Findings. Among the results, it is highlighted in Crafts, the fact that the craft activity is not the main source of income. In Gastronomy, entrepreneurs linked to the rural tourism project stand out. In folklore activity, the experience of German culture within the family stands out significantly, which is the main motivational factor to undertake in folklore.

Research, Practical & Social implications. The areas surveyed have important cultural background for the preservation of traditions, customs and needed actions that increase their cultural and economic potential in the municipality of Igrejinha, reconnecting them to cultural expressions.

Originality/value. The research contributes to groups of entrepreneurs in the areas of handicraft, gastronomy and folklore, as it gives voice to these women and brings subsidies to the municipal government that can contribute to the formulation of strategies and actions for female entrepreneurship in specific areas and contributions to the promotion of local tourism.



Keywords: Tourism; Female entrepreneurship; Craftsmanship; Gastronomy; Folklore.

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Room 1.4

Room nº	1.4	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Business/Marketing	
Chairperson	Rita Peres ESHTe, Portugal	
Paper nº	Title	Authors
122	Travel agency sector and crisis management: A case study	Paula Loureiro, Vânia Costa , Ana Catarina Sousa
128	Visual analysis of the projected image of destination: The case of the visitalgarve.pt website	Ana Elisa de Sousa , Sónia Pais
71	Community-based tourism: Impact on place branding	Sara Pereira , Cláudia Seabra , Carla Silva
90	Why are the businesses participating in the tourism route?	Helena Leite , Erlaine Binotto, João Paulo Jorge, Ana Claudia Padilha

Travel agency sector and crisis management: A case study

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Structured Abstract

Purpose. This research has as main study target Barvitur Travel and Tourism, being this a local travel agency based in the city of Barcelos, Portugal. Through this it is intended to understand, essentially, the agency's view on Covid-19, the measures that were taken and the decision of customers who had scheduled trips.

Theoretical framework. The world is currently going through a public health crisis that has caused irreversible damage in the world economy, particularly in the tourism sector, which was one of the first sectors to feel its impacts. In this sense, this paper aims to analyze the impacts of the Covid-19 pandemic on the tourism sector, in general, and on travel agencies.

Design/methodology/approach. To achieve the study objectives, we chose a qualitative and quantitative approach, having applied a semi-structured interview to the management of a travel agency and a questionnaire survey to a sample of 34 customers of the agency under study.

Findings. The acquired conclusions highlighted above all the fragility of the sector in the face of various crisis situations that may arise, from economic or financial crises, resulting from natural disasters to crises related to public health, such as the one we are currently experiencing. It is also concluded that the impacts of the Covid-19 pandemic were not expected to shake the world economy in the way it did and stagnate tourism worldwide.

Research, Practical & Social implications. The results obtained allowed us to validate much of the information and conclusions that make up the literature review, namely the impacts on the number of international arrivals, international tourism receipts, airline ticketing, and travel agency bookings.

Originality/Value. This study aims to contribute to a more careful reflection on crisis management in the tourism and travel industry and, specifically, for the activity of travel agencies.

Keywords: Tourism and travelling; COVID-19; Management of crises; Travel agencies.

References:

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Visual analysis of the projected image of destination: The case of the visitalgarve.pt website

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Structured Abstract

Purpose. To analyze the visual content of the website visitalgarve.pt, in order to verify which online image is projected.

Theoretical framework. Despite the lack of consensus on a scale for measuring the image of the tourist destination, some attributes that support the analysis of the projected image of the destination are generally determined, such as climate, accommodation, and cultural attractions.

Design/methodology/approach. The methodology used was the analysis of the visual content of the website visitalgarve.pt. A sample of 1601 photographs and videos were used.

The images were collected using the ImageDownloader extension. After a first selection of images, two researchers, analyzed the collected photographs and videos and coded them into subcategories, taking into account their content, description and captions.

Findings. The projected image of Algarve is based on its natural attributes, on accommodation it provides to tourists and on diversity of tourist attractions and less on the attributes “culture and art”, “people” and “flora and fauna”.

Research, Practical & Social implications. This study identifies the visually projected strengths and weaknesses of the Algarve image. The indication of two new cognitive dimensions allows the Destination Management Organizations to highlight the attributes that comprise them, as a differentiating and motivating factor for tourists to visit a particular destination.

Originality/Value. The added value of this investigation is the visual analysis of the online projection of this destination and the proposal of two new cognitive dimensions for the analysis of the projection of the destination's image.

Keywords: Algarve; Attributes; Image of destination; Visual content.

References:

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Community-based tourism: Impact on place branding

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Structured Abstract

Purpose. The objectives of this study focus mainly on understanding the importance of the practice of Community Based Tourism in low density territories, avoiding the so-called "mass tourism" and how this correlates with place branding and image. It aims to demonstrate that the Local Community and the tourist are the main protagonists of this type of tourism.

Theoretical framework. The Tourism sector has been growing exponentially on the national and international panorama. This growth has allowed the sector to become increasingly a key factor with regard to the economic development of each country (WTO, 2017). Community Tourism is therefore becoming increasingly important in the sense of understanding that the existence of the community can transform its socio-economic and political conditions.

Design/methodology/approach. The methodology is based on a literature review, through the collection of literature on the concepts of Community Tourism and place branding.

Findings. The results of this study aim to show that the relationship between Community Tourism and place branding involves the creation of strategies that enhance the uniqueness of each place, making the destination not only interesting for the tourist but also for its residents.

Research, Practical & Social implications. This study faces some limitations. The scarcity of literature that addresses both themes simultaneously, especially in Portugal.



Originality/value. The main contributions of this study are that it will allow the development of an analysis of the relationship between Community Tourism and Place Branding in Portugal, especially in low density territories.

Keywords: Community tourism; Destination branding; Place branding.

References:

World Tourism Organization. (UNWTO). (2017). Measuring sustainable tourism: A call for action report of the 6th International Conference on Tourism Statistics, pp. 21–23.

Why are the businesses participating in the tourism route?

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Structured Abstract

Purpose. This paper aims to analyze the motivations, reasons, benefits, and results of participating in Rural Tourism Routes.

Theoretical framework. Theoretical frameworks used to support our contribution are Cooperation and Intercooperation. Such collaborative actions have been proven as the main elements to promote tourism development, enabling expansion incoming, diversification and business attraction in Brazil.

Design/methodology/approach. Qualitative and quantitative data were collected through semi-structured interviews based on the literature during 2018 and 2019. The forty-five respondents were involved in business, technical support, and public authorities of the eight tourism routes surveyed. The study was performed using content analysis technique, supported by the IRAMUTEQ software.

Findings. The results pointed that the motivations, reasons, benefits, and results are related to the knowledge and common objectives of those involved in tourism, with emphasis on friendship, social relationships, learning and trust.

Research, Practical & Social implications. The benefits of cooperation and intercooperation in the researched routes were evidenced: the organization of the property, the growth in the number of visits and the knowledge exchanges promoted by social relations.

Originality/value. The present work compares for the first time the perception of public authorities and the business sector participating in the routes, involving cooperation and intercooperation in tourism routes at different stages of development.



Keywords: Cooperation; Intercooperation; Rural tourism; Tourism developments.

References:

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Room 1.5

Room nº	1.5	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Nature/Adventure Tourism	
Chairperson	Claudete Moreira U. Coimbra, Portugal	
Paper nº	Title	Authors
23	Risk perception at work in the ski tourist sector. An application in the skiable domains of Andorra	Cristina Fernández-Farina , Rosa Maria Mariño-Mesías, Betlem Sabrià-Bernadó, Mariona Portell-Vidal
80	Nature sports, a tourist product. The case of Madeira Island Ultra Trail	João Prudente , Catarina Fernando, Helder Lopes
97	Women and adventure in tourism and leisure scientific production analysis	Ivaneli Schreinert dos Santos , Dianine Censon , Otávio Bandeira de Lamônica Freire
114	Development of strategic lines for the sustainable development of tourism in protected areas - the case of the Serra da Estrela Natural Park	Nelson Carvalho , Teresa Costa, Sandra Nunes

Risk perception at work in the ski tourist sector. An application in the skiable domains of Andorra

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Structured Abstract

Purpose. The ski sector in Andorra is key to the country's economy. The management of its two large ski areas requires proactive actions aimed at protecting the safety of its employees, since it is a group exposed to accidents and specific illnesses related to its activity. The objective of this research is to know the employees' perception on occupational risk within the Andorran ski sector, in order to increase safety and health at work.

Theoretical framework. The research focuses on the study of the risk perception of employees in the ski sector, in the health and safety domain of the application the Domain-Specific Risk-Taking scale (DOSPERT).

Design/methodology/approach. Data was collected from a questionnaire administered to the employees of the ski sector in Andorra. The data analysis was segmented by gender, age, occupation, and type of contract.

Findings. The main results show that the gender variable is the one that has obtained the highest number of significant relationships with the eight analyzed risk perception items, with the group of women obtaining the highest scores. In the rest of the segmentations, the number of significant differences is lower.

Research, Practical & Social implications. This work provides results on the risk perception of employees in a specific professional activity such as skiing and provides practical information to increase their safety and health. The main limitation of the study is that risk perception has been considered only in the health and safety domain.

Originality/value. The results of this research are expected to facilitate dynamics that contribute to the continuous improvement of organizations, which can help improve occupational health and safety policies.



Keywords: Ski tourism sector; Andorra; Dospert; Risk perceptions; health and safety.

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Nature sports, a tourist product. The case of Madeira Island Ultra Trail

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Structured Abstract

Purpose. Madeira, recognized for its nature, landscape and mild climate, allows the practice of mountain and sea sports. In the Madeira Tourism strategic plan (2017-2021), Nature Sport is a strategic tourist product. International sporting events held in Madeira demonstrate the attractiveness of the destination for these products, namely the Madeira Island Ultra Trail (MIUT). We present MIUT as an example of a Nature Sport tourism product.

Theoretical framework. Nature Sport events contribute to a sustainable local development strategy. The association between Tourism and Sport, linked to the concept of Active Tourism, made it possible for some sporting practices and events to be incorporated into tourist activities, generating new products.

Design/methodology/approach. A qualitative methodology was used, and a questionnaire was applied to all participants via email. 1969 responses were validated. The organization's website was consulted.

Findings. Most participants (75.37%) were male, between 30 and 49 years old (74.57%), with higher education (64.14%). Mostly non-residents (75.22%), from 57 countries, with a total of 1481 participants. Most traveled with companions (30.51%-one; 15.77%- two; 12.29%-three; 27.4%-four or more). Mainly housed in hotel (33.86%) and Local Accommodation (33.31%), with stays of 5-7 nights (43.28%) or more nights (21.07%). These results show MIUT as a catalyst for local and regional added value.

Research, Practical & Social implications. The lack of territorial location of overnight stays and the lack of data regarding residents directly involved in the event constitutes a limitation.

Originality/value. The study demonstrates the potential of the MIUT tourism product for sustainable tourism.



Keywords: Tourism; Nature; Nature Sports; Tourism Product; Sport Events

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Women and adventure in tourism and leisure scientific production analysis

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Structured Abstract

Purpose. In this paper, a scientific production analysis is conducted of women's participation in adventure activities in tourism and leisure.

Theoretical framework. We follow the theoretical bibliometric analysis framework (Quevedo-Silva et al., 2014; Loubère & Ratinaud, 2014; Zupic & Čater, 2015) and use the bibliometric datasets retrieved from Scopus® (as Wilson & Little, 2005; Doran et al., 2020).

Design/methodology/approach. We conducted a Scopus® database search on the theme, resulting in a bibliometric analysis, followed by a Descending Hierarchical Classification using IRAMUTEQ® software and a co-citation study with Exploratory Factor Analysis using BibExcel® and IBM SPSS Statistics 20®.

Findings. We found 66 articles, of which 43 focused on women and adventure in tourism and leisure. The themes were summarized as: constraints and negotiations; sexuality; and experiences and narratives. Although every text addressed adventure activities in tourism and leisure, their issues were related to women's everyday lives.

Research, Practical & Social implications. Our paper presents alternative subtopics for analysis and discussion to further the debate, as it was necessary to discuss the role of women in society regarding their relationship with tourism. A multilingual search might have identified more results. However, our search was limited to English.

Originality/value. This is a topical subject, highlighted by an increase in publications and greater presence in high impact scientific journals. This bibliometric analysis frames the demand for future social research in tourism concerning women and gender.

Keywords: Adventurers; Female participation; Gender; Travelers; Typical Text Segment.

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Development of strategic lines for the sustainable development of tourism in protected areas - the case of the Serra da Estrela Natural Park

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Structured Abstract

Purpose. The study objective is to present strategic lines for the sustainable development of tourism in protected areas through the case study in the Serra da Estrela Natural Park (PNSR).

Theoretical framework. Sustainable tourism should ensure an adequate use of environmental resources, respect the socio-cultural characteristics of the local communities, and provide socio-economic utility to stakeholders (WTO, 2005).

Design/methodology/approach. Sustainable tourism should ensure an adequate use of environmental resources, respect the socio-cultural characteristics of the local communities, and provide socio-economic utility to stakeholders (WTO, 2005).

Findings. The integrated tourism promotion of PNSE municipalities and hotel groups and its certification were the main strategic lines, which have already been implemented by tourism authorities. From the SWOT analysis, natural factors stand out as strengths, organizational factors as weaknesses, social and cultural factors as threats and opportunities. The political / legal factors were always considered threats. In the perception of tourists and visitors, it is concluded that most restaurants and natural areas had an excellent rating.

Research, Practical & Social implications. This study proposes a set of consistent strategies that can be put into practice for the sustainable development of tourism in PNSR.

Originality/value. This study considers the stakeholders and the tourists' perceptions allowing the promotion of sustainable tourism development in the PNSE.



Keywords: Serra da Estrela Natural Park; Sustainable development; Tourism Nature; Strategic planning.

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Room 1.6

Room nº	1.6	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality (1)	
Chairperson	Maria João Custódio U. Algarve, Portugal	
Paper nº	Title	Authors
136	Adjusting hotel operating ratios to theme parks	Maria Rolim, Cátia Malheiros , Conceição Gomes
30	Portuguese customers experience at the hotel – a study about their comments posted in Tripadvisor	Sandra Filipe , Adriana Marques
21	The impact of the COVID-19 pandemic on hostels in the city of Lisbon	Jorge Abrantes , João Reis
50	Sustainability in hospitality and tourism: Rethinking and reinventing the future of the sector	Vânia Costa , Alexandra Malheiro

Adjusting hotel operating ratios to theme parks

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Structured Abstract

Purpose. Considering the benefits of management accounting in the decision making of managers and regarding the similarities between hotels and theme parks, this study proposes the adaptation of hotel operating ratios to theme parks.

Theoretical framework. The theoretical framework was developed in 3 domains: theme parks, the importance of management accounting and hotel operating indicators. The scarcity of literature of operational indicators applied to theme parks is evident and this data is crucial due to increasing competition and the need to evaluate operational activities.

Design/methodology/approach. An exploratory qualitative applied methodology was selected - case study, in order to deepen the knowledge of the theme park company by obtaining detailed information of the real situation which will help in achieving the results.

Findings. 67% of the studied hotel operating indicators were adjusted to theme parks, such as RevPAP, TRevPAP. These ratios were applied in a theme park, allowing a monitorization and an assessment of the performance which enable the activity of their managers.

Research, Practical & Social implications. The information obtained through this study constitutes a fundamental and extremely relevant analysis tool, as it allows the monitoring of the activity and respective performance evaluation, enabling an active intervention in the diagnosis, planning and control phases.

Originality/Value. Through this research, a set of operating indicators was identified as adaptable to the specific characteristics of the theme parks, thus representing an applicable and useful management tool for monitoring the activity and improving its results. The originality of this work also resides in the development of knowledge applicable in an area where there is still a shortage of bibliography.



Keywords. Theme parks; Hospitality; Management control; Management indicators.

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Portuguese customers experience at hotels – a study about their comments posted on Tripadvisor

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Structured Abstract

Purpose. This research intends to conduct an exploratory study on the factors that influence customer relationship towards hotels. Two research objectives are proposed: (i) to identify the most influential factors that customers appreciate in hotels (ii) to analyse the positive and negative consequences of customer experience at hotels.

Theoretical framework. The concept of relationship marketing states the importance of building long-term connections between partners, and academic literature highlights customer satisfaction, quality of the service provided, customer perceived value, image of the hotel, and tourist experience as the main antecedents of tourist loyalty (Boora & Singh, 2011; Gursoy, et al., 2014; Mechinda et al., 2009). Specifically, in the hotel industry, a positive effect of relationship marketing orientation on business performance is pointed out by Sin et al., (2006). According to Prebensen et al., (2012), tourists visit a destination to satisfy their needs and desires. Chen et al., (2013), argue that the more the attributes of the destination meet the desires, expectations and individual values, the more tourists will become involved with the destination.

Design/methodology/approach. In order to achieve the proposed objectives, a qualitative methodology was applied using thematic content analysis based on predefined constructs of relationship marketing literature. The sample comprised a total of 2110 Portuguese comments posted on Tripadvisor about tourism experiences in relation to 211 hotels located in the centre of Portugal.

Findings. Results show that, in their current hotel experience, customers appreciate the quality of the service provided, the past experiences, the price, and the fact that the hotel exceeds their expectations. The three main consequences of positive customer experience regarding these hotels are loyalty, positive word-of-mouth and repeated choice intention. Inversely, a negative word-of-mouth and a not-to-return intention are pointed out by customers as consequences of bad experiences.

Research, Practical & Social implications. The results obtained in this study highlight the negative and positive aspects of customers' experience in hotels, what encourages them to recommend the hotels, as well as to return a second time, or inversely, do not return. It is possible to conclude that relationship marketing and loyalty programs bring numerous

advantages for customer decision, which is a great challenge for managers. In this way, this research is a stimulating contribution for hotel managers, given that guest feedback is crucial to understand their expectations and delineate the best marketing decisions in the future. In terms of limitations, due to the fact that a convenience sample was used, the results cannot be generalized for the Portuguese population. In order to validate the obtained results, the application of similar approaches to larger samples representative of Portuguese customers and quantitative approaches are recommended.

Originality/value. Hotel managers must make efforts to correspond and exceed expectations of costumers. Thus, it is relevant to know in-depth the opinion of customers and analyze how these different factors may have an influence in their relationship and potential loyalty to the hotel. There are no known studies on is topic applied in the context of Portuguese hotels, and this research aims to fill this gap.

Keywords: Customer experience; Customer loyalty; Customer satisfaction; Hotels; Relationship marketing.

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The impact of the COVID-19 pandemic on hostels in the city of Lisbon

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Structured Abstract

Purpose. This paper intends to assess how the pandemic has affected the market and the number of active hostels in the city and whether there was (or not) a reduction in the accommodation capacity in this type of local accommodation.

Theoretical framework. In August 2019, the city of Lisbon had 135 hostels, many of them located in the historical areas of the city. The recent pandemic caused by the new SARS-CoV-2 coronavirus has profoundly changed the market, with the tourism and tourist transport sectors being heavily penalized for its effects.

Design/methodology/approach. The methodology will be exploratory, descriptive, and quantitative and considers two moments of observation, in August 2019 (pre-pandemic) and in August 2021 (during the pandemic). For this observation, georeferencing will be used using the ArcGIS software, based on the addresses of the hostels existing in these periods.

Findings. The results obtained show a high inactivity of many of the existing hostels with about half of the hostels closed or that left the market as a result of the current pandemic situation, retraction in demand and restrictions on mobility.

Research, Practical & Social implications. The present investigation has some limitations, as it only locates the hostels geospatially. Despite the disruptive context experienced, this information would help new entrepreneurs to better understand the reality of the hostel business, its opportunities and, in particular, its potential weaknesses.

Originality/value. The investigation applied to the city of Lisbon is original as it allows to evaluate the impact of COVID-19 on the city's hostels. It contributes to a greater understanding of the hostel market and intends to give a different view in analyzing the context of the pandemic by comparing, at two different times, the impacts of this business model.

Keywords: Hostels; Lisbon, Georeferencing; ArcGIS; COVID-19 Pandemic.

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Sustainability in hospitality and tourism: Rethinking and reinventing the future of the sector

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Structured Abstract

Purpose. This work aims to deepen the knowledge of sustainability in hospitality and tourism, determining which sustainable measures are being adopted within the sustainable management model, the example of good practices applied in the sector and assessing their main effects.

Theoretical framework. Sustainability in tourism and hotel business is a determining factor for current and future tourism, which should be studied and used as a factor for the development and environmental protection.

Design/methodology/approach. The methodology used was based on a qualitative approach, with an exploratory research nature.

Findings. The pandemic crisis is an opportunity to strengthen the emphasis on developing strategies and coordinated actions to promote sustainable and socially responsible tourism. It is an opportunity to accelerate the goals of the UN Sustainable Development Goals (SDGs) by 2030.

Research, Practical & Social implications. This is an exploratory and pioneering study in Portugal that points out clues and reflections about the present and the reinvention of the future of the hotel sector.

Originality/value. This empirical research is based on a multiple case study that triangulates data from semi-structured interviews, literature review analysis, and direct observation.

Keywords: Sustainability; Tourism; Hospitality; Post-crises management; Tourism management.



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Room 1.7

Room nº	1.7	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism Products (1)	
Chairperson	Eduardo Brito-Henriques IGOT-U. Lisboa, Portugal	
Paper nº	Title	Authors
25	Car tourism and mototourism: Comparative analysis between motorized events	Ana Graça, Jorge Umbelino, Nuno Costa
26	The personality of the national route 2	Catarina Frias, Ana Caldeira, Carlos Ferreira, Cláudia Seabra
109	Film-induced tourism and local development: An exploratory study to the case "The tale of the Rooster of Barcelos"	Jéssica Vieira, Bruno Barbosa de Sousa, Carlos Araújo
9	Educational tourism as a structuring tool for new behaviors - a re-vision.	Lucilia Côrtes

Car tourism and mototourism: Comparative analysis between motorized events

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Structured Abstract

Purpose. This is a communication extracted from the Thesis project that will focus on the identification of several visions, crossing them with other concepts that support the theme, investigate the impact of these events on the territory, implement the methods of mixed analysis and verify the case studies that exist.

Theoretical framework. Research and bibliographic review, mixed-method, and analysis of the surveys and interviews, and data analysis.

Design/methodology/approach. Articles and documents, in the case studies the comparative analysis between Caramulo Motorfestival and Moto GP in Portugal will be made, with mixed investigation methods, through a survey and qualitative interviews.

Findings. At this point in the investigation, a bibliographic review was carried out, the impact of this type of tourism on the territory, implementation of the mixed analysis method, analysis of case studies and later arrive at the comparative analysis between Caramulo Motorfestival and Moto GP in Portugal.

Research, Practical & Social implications. Underexplored tourist niches, lack of knowledge of the tourist potential of this niche market and the possibility of disinterest in participating and no data from recent events because of Covid-19.

Originality/value. It is necessary to (re)create tourism, Leśniewska-Napierała et al. (2020), new experiences are needed (Cappelloni et al., 2020). The lack of bibliography and expressiveness will be a force (Cudny & Jolliffe, 2019).

Keywords: Tourism, Car, Motorcycle, Events, Touristic Product.



References:

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The personality of the National Route 2

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Structured Abstract

Purpose. The National Route 2 (NR2) has gained prominence as a national tourist product. However, it lacks scientific research that support current and future decisions of public and private managers, that substantiate the elements of its competitiveness and attractiveness and that favours its positioning in the market as a differentiating product.

Theoretical framework. The study was mainly based on the scientific literature on Scenic Routes and Tourist Routes since the scientific literature on this specific national product is still scarce.

Design/methodology/approach. A questionnaire survey - quantitative analysis - was made available to tourists/visitors of NR2 through social networks. 95 valid questionnaires were obtained.

Findings. Results point to the preponderance of attribution of positive personality characteristics to the NR2 product.

Research, Practical & Social implications. Starting from a framework and diagnosis of this route as a national strategic tourist product, especially for the sparsely populated regions it crosses, the study of the personality of the National Route 2 has as its main objective to understand which personality characteristics tourists/visitors attribute to the NR2. The destination's personality emerges as a strategic element for the brand's image and approach to tourists/visitors in terms of communication and marketing.

Originality/value. Aimed at filling a research gap, this research seeks to enrich, with a new approach, the scarce scientific portfolio on NR2 and, consequently, to be a contribution that supports future decision-making processes of public and private managers on the tourism development of NR2.

Keywords: Destination competitiveness; National Route 2; Destination image; NR2 personality; Route-based tourist product.



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Film-induced tourism and local development: An exploratory study to the case "The tale of the Rooster of Barcelos"

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Structured Abstract

Purpose. The present manuscript aims to understand the importance of cinema and photography in tourism development and in reinforcing the feeling of belonging to the community. In particular, the case of the film "The tale of the Rooster of Barcelos", in Portugal, will be analyzed.

Theoretical framework. Tourism is an increasingly segmented activity with distinct individual interests. In particular, film-induced tourism, movie tourism and photography has received the attention of several academics in different areas of knowledge. In a pandemic scenario (i.e. covid-19) and in a post-pandemic context, tourist consumers have shown a special desire for pleasant, calm spaces with few clusters of people.

Design/methodology/approach. The manuscript includes documentary analysis and analysis of the questionnaires (to residents and tourists). The study includes an in-depth interview with a film director and film content producer in the territory of Barcelos (Portugal).

Findings. Preliminary studies show the importance of cinema and photography as a stimulus to affective ties and a sense of community, as well as to the notoriety of the tourist destination. From an interdisciplinary perspective, the present manuscript presents inputs for tourism, marketing and local development.

Research, Practical & Social implications. Cinema-tourism or film-induced tourism, is a new form of cultural tourism which still receives little attention from both academia and practitioners due to the lack of knowledge and understanding on the benefits of film on tourism.

Originality/value. Film-induced tourism is a kind of business that profits from attracting visitors inspired by beautiful sceneries of locations exposed in movie or drama and stories



linked to the locations, through merchandising of filming sets or locations as a tour program.

Keywords: Film-induced tourism; COVID-19; Niche tourism; Segmentation; Barcelos.

References:

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Educational tourism as a structuring tool for new behaviors – a re-vision

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Structured Abstract

Purpose. Educational tourism in Brazil is the case investigated in this study because it is, in that country, understood as a pedagogical tool used by educators to improve the thought and the development of competencies that go beyond scientific contents.

Theoretical framework. Based on the (inter)cultural competence theory (Deardorff, 2006) and converging with the proposal of "education for all" (UNESCO, 2020), this presentation intends to demonstrate that tourism and education impact in all environments and sectors of society due to the transversality inherent to these areas, which can, as proposed by this study, be a relevant asset for sustainability, not only in tourism practices, but also in host communities.

Design/methodology/approach. This presentation adopts a qualitative research approach, in hybrid format of data collection: ethnographic, interviews and documental analysis.

Findings. Educational tourism has fostered new questions within the schools where it has been implemented, providing fruitful discussions about inequality, inclusion, and several other topics addressed by the Sustainable Development Goals.

Research, Practical & Social implications. The activity, as proposed in Brazilian schools, seeks, through intercultural communication, to increase the (inter)cultural competence of students, based on science and real experiences, through immersion in communities foreign to the daily life of the student, being assisted by teachers who have the mission of supporting their individual discoveries and providing scientific knowledge.

Originality/value. This presentation advocates for a re-vision of tourism as a protagonist of local and global actions, renewing and innovating its role in society through and with the school, to form proactive citizens in global issues, of social and environmental.

Keywords: Tourism; Education; Educational tourism; (Inter)cultural competence; Sustainability.



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Room 1.8

Room nº	1.8	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	English	
Subject	Culture/Education	
Chairperson	Tomasz Napierała U. Lodz, Poland	
Paper nº	Title	Authors
19	For 'a more human tourism': Putting culture at the heart of tourism's paradigm shift	Ana Gonçalves
61	Literary Cascais: A gastronomic journey	Maria Pires, Ricardo Bonacho, Cláudia Mataloto, António Ribeiro
7	Collaborative Tourism - The coworking community of Selina Secret Garden Lisbon	Camilla Di Dio
18	Online teaching-learning experiences in higher education tourism classes	Paula Rama da Silva, Pedro Moita

For 'a more human tourism': Putting culture at the heart of tourism's paradigm shift

Ana Gonçalves

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Structured Abstract

Purpose. This presentation advocates for a cultural approach to sustainable tourism development, especially since the 'triple bottom-line' motto has often led to the oblivion of culture and governance as ineluctable dimensions of tourism sustainability.

Theoretical framework. Culture was one of the most impacted sectors by the recent pandemic lockdowns, yet it was one the first to learn how to reinvent itself. This presentation's underlying conceptual and theoretical framework understands culture as central to tourism practices and activities.

Design/methodology/approach. A thorough literature review has been conducted on cultural sustainability including publications by leading organisations that have enhanced the role of culture as a pillar of sustainable development, as well as recent national and European programmes and initiatives that address the need for more responsible and sustainable forms of tourism.

Findings. Culture should be understood as a common good that is accessible to, preserved, and managed by all members of society, through shared and sustainable social practices. Culture as commons becomes a tool to achieve sustainability, better quality of life, and a 'more human tourism'.

Research, Practical & Social implications. The current pandemic and the unexpected halt it produced in tourism has clearly shown that previous tourism patterns of a not-too-distant past have worn out and that they need be thoroughly re-examined under more holistic and inclusive approaches to sustainability that also encompass culture as a common good.

Originality/value. Culture thus plays an essential role in sustainable tourism development both as a destination's differentiating asset and as a prerequisite for a change of mindset in people's everyday life habits, customs and behaviours.

Keywords: Culture; Commons; Cultural Sustainability; Human Tourism.



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Literary Cascais: A gastronomic journey

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Ricardo Bonacho

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Structured Abstract

Purpose. Our research, a collaboration between Cascais Food Lab and the MSc in Innovation in Culinary Arts and Sciences (ESHTe), attempts to combine areas such as literature, tourism, gastronomy and design to explore the co-creation of a meaningful food literary experience through Cascais, a village celebrated in Portuguese literature.

Theoretical framework. Literary theory (considering the eight writers from the literary route, portraying unique interpretations of their literary works as a transfer of meaning from one moment in history to another), Gastro-criticism, co-creation experience.

Design/methodology/approach. As a methodology, we adopted a literature review of the concepts and a quantitative and qualitative analysis through multi-phase questionnaires that accompany the development of the experience (anticipation, participation and reflection). Direct observation also complements the information to understand the sequential interactions (people, place and objects) and the analyses of those interactions (thoughts, emotions, attitudes, behaviours).

Findings. As an ongoing project (event in July 2021), the results by comparing expectations, participation and reflection/feedback will only be available in August 2021.

Research, Practical & Social implications. The reflection on how the language of food as 'an archive of an era' draws attention to respecting the practices of the different times, not neglecting the food heritage that one seeks to recover (from producers to consumers), but also stimulating current needs and expectations from locals and tourists.

Originality/value. Challenging the limits of diverse disciplines - literature, tourism, gastronomy and design - in only one event/experience.

Keywords: Literary tourism; Gastronomy; Gastro-criticism; Co-creation; Experience.



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Collaborative tourism - the co-working community of Selina Secret Garden Lisbon

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Structured Abstract

Purpose. This study explores the concept of collaborative tourism in its form of coworking tourism, with the objective of understanding whether, and how, this alternative form of travel can contribute to the sustainability of tourist practices.

Theoretical framework. Sustainability issues in tourism will be explored with a particular focus on slow tourism. Furthermore, the concepts of sharing economy and collaborative tourism will be presented to introduce the alternative type of travel analysed throughout this study, that is, coworking tourism.

Design/methodology/approach. This research is based on the case study of Selina Secret Garden Lisbon, which was examined through a qualitative and descriptive method. Data was collected through a declared and participatory direct observation along with semi-structured interviews with Selina's managers and with the co-workers hosted there.

Findings. Findings show that coworking tourism consists of a more authentic and sustainable form of tourism than mass tourism, in that it benefits both tourists and host communities. Furthermore, events might be used as the main tool to manage and promote collaborative tourism, as they lie at the basis of community building.

Research, Practical & Social implications. Due to the impacts produced by tourism activities, the necessity for alternative and more sustainable forms of travel have emerged and promoting collaborative tourism might be a good starting point to ensure the well-being of both local communities and tourists.

Originality/value. This study will present an under-explored form of collaborative tourism: it will introduce the concept of coworking tourism, described here as the activity of traveling while being part of a coworking community.

Keywords: Sustainability; Collaborative tourism; Community; Coworking tourism; Events.

References:

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- Orel, M. (2019). Coworking environments and digital nomadism: balancing work and leisure whilst on the move. *World Leisure Journal*, 61, pp.215–227. DOI:10.1080/16078055.2019.1639275.

Online teaching-learning model experiences in higher education tourism classes

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Structured Abstract

Purpose. During the Covid-19 lockdown online teaching had a tremendous development. Higher education, namely the tourism area, was suddenly confronted with the need of teaching practical curricular units and foreign languages by means of online strategies and platforms. Virtual lectures became a challenge for both lecturers and students while active participation and engagement became vital.

This study intends to analyse the response of students to their first online language teaching/ learning experience by having their feedback on the pros and cons as well as the challenges faced during the first lockdown (March to June 2020).

Theoretical framework. The study gives valuable insight on students' experiences, while simultaneously providing useful data on how teachers should proceed and what materials, tools and procedures were (or not) well received by students.

Design/methodology/approach. A quantitative research approach was used by means of a survey with closed-ended questions. A follow-up qualitative approach was followed with in-depth open-ended interviews to better understand the feelings of students regarding online learning.

Findings. The study has allowed the analysis of the several strategies used during online synchronous classes, thus presenting professionals with significant information on what to use thereafter. Furthermore, important information was gathered on activities which allow better students' performance and language development.

Research, Practical & Social implications. This case study included 86 students from the second and third years of the BA in Leisure Management and Tourism Entertainment from Estoril Higher Institute of Tourism and Hotel Studies.

Originality/value. The study allowed us to reach conclusions regarding topics such as: the pros and cons of online synchronous teaching/learning, the ideal number of students per online class or effective tools and resources to be used.



With all its faults, the online system has been used on an unprecedented scale and it will persist.

Keywords: EFL; Online learning; Tourism students.

References:

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Room 1.9

Room n°	1.9	
Day/hour	October 28th 3.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism products (2)	
Chairperson	Stanislava Pachrová College of Polytechnics Jihlava, Czech Republic	
Paper n°	Title	Authors
16	Main trends of agritourism development in the post-pandemic period	Marina Metreveli
27	Perspectives of developing agritourism in Georgia	Ana Gvaramadze
36	A guest at home - The experience of Chinese Pilgrims on the Camino de Santiago	Ke Zhang , Victoria Labajo, Ignacio Ramos Riera, Almudena González-del-Valle
81	Romeiros Way, a Conceptual Model for its construction	Vitor Ambrósio

Main trends of agritourism development in the post-pandemic period

Marina Metreveli

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Structured Abstract

Purpose. The objective of the research paper follows from Georgia being ready to develop agritourism and rural tourism in the country, particularly in the post-pandemic period. Consequently, the main purpose of the paper is to identify and evaluate the opportunities and needs of agritourism development in Georgia.

Theoretical framework. The theoretical framework of the paper is the analysis of the scientific works of world scientists and international and national organizations, government reports and strategic documents.

Design/methodology/approach. A study used the methods of analysis and synthesis. A pilot study was conducted to explore the potential demand for agritourism services. The questionnaire was tested by a group of 5 tourism experts. Total 104 people participated in the survey.

Findings. As significant results, the paper summary, describes the opportunities of agritourism development in Georgia and evaluates the strategic developmental trends of agritourism in the post-pandemic period.

Research, Practical & Social implications. It is considered that in the knowledge management process, the practical and social implications of the research is the feedback of the questionnaire used within the study, which may extend beyond the pilot study, cover more respondents, and be used for a large-scale study in the post-pandemic period not only in Georgia, but in South Caucasus Region as well.

Originality/value. It provides the tool to promote the employment of local population and communities and economic income growth by means of sustainable tourism development in the regions of the country.

Keywords: Agritourism; Post-pandemic period; Rural tourism; Sustainable development.



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Perspectives of developing agrotourism in Georgia

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Structured Abstract

Purpose. The aim of my work was to find out the condition of agro-tourism development in Georgia, explore its growth perspectives and highlight the challenges that Georgia faces in terms of agrotourism. To show the differences among the definitions of ecotourism, agrotourism and rural tourism.

Theoretical framework. The research uses qualitative approach and is based on the review of foreign and Georgian literature as well as secondary sources.

Design/methodology/approach. In the article is used qualitative research method to outline agrotourism development perspectives. I considered the qualitative method of research relevant to my chosen goals and objectives, because I answered the questions not “how many” or “how much”, but “why” and “how”.

Findings. Currently, agrotourism in Georgia is at an early stage of development and gets considerable support. At this stage, there is no general vision or long-term strategy for the development of agrotourism and, consequently, the development of individual projects is somewhat spontaneous and fragmentary.

Research, Practical & Social implications. Rural and agrotourism must be widely seen by local government as a means of regional development and as an alternative source of employment in agriculture and mountainous regions.

Originality/value. Review of the condition of agrotourism development and the recommendations given should be a help for interested parties in this field to pay more attention to the perspectives of developing agrotourism in Georgia.

Keywords: Agrotourism; Rural tourism; Region of Georgia.



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Guest at Home - Experience of Chinese Pilgrims on the Camino de Santiago

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Structured Abstract

Purpose. This study identifies the main dimensions and attributes that shape the experience of the Camino de Santiago for Chinese travelers as a tourism product. It also explores the similarities and differences between their experience and that of Western pilgrims.

Theoretical framework. The study is based on Cohen's (1979) travel mode theory, in which a traveler experiences one's journey in different modes as he or she travels between various 'centers' of cultural or spiritual significance. Tourist experience is subjective and culturally shaped and therefore best understood within the socio-cultural contexts of the tourists.

Design/methodology/approach. The research adopts a phenomenological approach and gathers the data from 112 online travel journals posted by Chinese Camino pilgrims and from in-depth interviews with twelve Chinese pilgrims.

Findings. The results reveal that the Camino is experienced by Chinese pilgrims as a personal journey of wellbeing and growth, as well as a cross-cultural experience. Authenticity and harmony are observed to be the key elements that contribute to a satisfying and transformative experience for Chinese pilgrims, where they find a cultural-spiritual centre close to their traditional values yet distant from their everyday social practice. Both Chinese and Western pilgrims undergo similar external and internal journey although each group travels in their respective socio-cultural framework.

Research, Practical & Social implications. The research has implications on heritage and tourism management of the Camino as a global cultural route, and on marketing among Chinese audience.



Originality/value. Understanding Chinese pilgrim experience from both etic and emic perspectives will help deepen the understanding of pilgrim experience of the Camino as a global heritage tourism project.

Keywords: Tourist experience; Camino de Santiago; Heritage tourism; Tourist motivation; Cross-cultural tourism.

References:

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Romeiros Way, a Conceptual Model for its construction

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Structured Abstract

Purpose. Among the Cultural Routes of Europe, the Santiago Way is the most popular. There are many other Pilgrims' Ways in Europe and other might be created as the Romeiros Way in São Miguel Island / Azores. All can be explored as tourist products without losing their religious character.

Theoretical framework. In the literature about this subject and for those who have already gone through (walk) a Pilgrim Way, it is clear that the same resource/product is used/ exploited differently in the crossed municipalities, damaging its image as a whole.

Design/methodology/approach. A new and innovative Conceptual Model (created by the author) allows the survey and a homogeneous evaluation throughout the entire Path. On the one hand, allows the perception of the different variables involved in the product Romeiros Way, and on the other hand, facilitates a measuring instrument in relation to the actual state of each variable, and by virtue the status of each section of the Path.

Findings. The Conceptual Model and subsequent Diagnostic Matrix (simple and easily understood by all beneficiaries) allow public and private actors to uniting their efforts to harmonize the quality of the product.

Research, Practical & Social implications. The Conceptual Model and the Diagnostic Matrix for the Romeiros Way make available for the local authorities, Associations of the Way and economic agents, to realize what role to play in the development and future hegemony of the Way.

Originality/value. For the first time the construction of a Pilgrimage Road would be based on an academic project.

Keywords: Romeiros Way; Conceptual Model; Diagnostic Matrix

References:

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Room 2.1

Room nº	2.1	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Culture/Creative Tourism	
Chairperson	Marisol B. Correia U. Algarve, Portugal	
Paper nº	Title	Authors
107	Tourism in creative cities: Challenges and perspectives for sustainability in the pandemic	Mary Sandra Guerra Ashton
124	Re-inventing the "exotic", with Literature and Art: Tourism itineraries in Tahiti, with Paul Gauguin	Isilda Leitão
165	Oral history collection of the virtual tourism museum in Brazil: Narratives of groups in exclusion processes	Dalila Rosa Hallal, Valéria Lima Guimarães
56	Creative tourism as a promoter of the Sustainable Development Goals - Alentejo Central	Eunice Duarte

Tourism in creative cities: Challenges and perspectives for sustainability in the pandemic

Mary Sandra Guerra Ashton

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Structured Abstract

Purpose. The aim of this research is to analyze the challenges and perspectives of tourism development in creative cities in the face of the pandemic crisis of COVID-19.

Theoretical framework. For the theoretical framework, we adopted the concepts of Creative Cities and tourism from Landry (2013), Reis (2012), Vivant (2012) and Ashton (2020, 2018a, 2018b, 2015).

Design/methodology/approach. To achieve this goal, we opted for a methodology a descriptive and interpretative exploratory research of a basic nature with literature review, data collection and qualitative analysis.

Findings. Among the main results and contributions, it is noteworthy that tourism in creative cities is a promoter of sustainable development. However, in the pandemic new challenges arose and three stages were identified in relation to tourist activity: paralyzation, adaptations, resumption.

Research, Practical & Social implications. As a result of this research, it has social impacts and practical applications, such as: 1. Paralyzation – tourism in creative cities has had impacts with paralyzation, such as closing sites, job loss and declining activity; 2. Adaptations – at this stage innovations and creativity enabled the controlled use of tourist spaces and environments with greater security, and gave rise to new consumer interests in regional and rural environments; 3. Resumption – a step that has impacted on new habits and customs on the part of tourism producers and consumers of tourism in creative cities.

Originality/value. The present research has social relevance and originality, among the perspectives it is considered that creative cities are dynamic environments that are constantly adapting to economic needs and quality of urban life, so we envision the sustainability and development of tourism in creative cities.

Keywords: Tourism; Creative cities; Development; Sustainability; Pandemic.



References:

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Re-inventing the “exotic”, with Literature and Art: Tourism itineraries in Tahiti, with Paul Gaughin

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Structured Abstract

Purpose. Among the tourist destinations considered “exotic”, French Polynesia, namely Tahiti, has been one of the most sought by the middle and upper classes worldwide. This study aims to provide contents for the development of tourist-literary and artistic itineraries, in that area of the Pacific.

Theoretical framework. The literature indicates that, in the case of Travel Literature, considered an *antidote against package or mass tourism* (Robinson, 2007), the more remote or exotic the destination, the more aroused in the reader, in the tourist, the sense of revelation or adventure.

Design/methodology/approach. This research method, which is a qualitative one, includes theoretical observation based on a literature review, document analysis and historical research, on the field of travel literature, art, history, geography and itinerary design. We will also use the literary work *Noa-Noa. Stay in Tahiti*, and artistic by Gauguin, to design these itineraries.

Findings. This research will allow the public and various economic agents to enrich, through Culture, the imagery representation and the experience of this tourist product.

Research, Practical & Social implications. Based on the assumptions presented, this study aims to build these itineraries, thus improving a better relationship between the Tahitians and those who visit these spaces and seem to have lost not only *the critical idea of the “I” in the airport crowds* (Robinson, 2017), but also of the Other.

Originality/Value. We believe this investigation enriches tourism development in Tahiti, allowing to “deconstruct” stereotyped images used by the tourist industry. Tourism focused higher education institutions must understand the importance of Literary Tourism in the re-invention of this and other places, through the training and development of tour guides professionals, tour operators and even hotel managers, providing them the appropriate means of education, as well as making the interrelationship between the cultural and scientific networks and projects and the business ones, in order to put them “in the ground”.



Keywords: Tourist-literary and artistic itineraries; Exotic; Gauguin; Tahiti.

References:

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Oral history collection of the virtual tourism museum in Brazil: Narratives of groups in exclusion processes

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Structured Abstract

Purpose. The work aims to present a reflection about the constitution of the collection of the Virtual Museum of Tourism in Brazil, focused on importance of oral history in valuing the stories and memories of groups socially excluded in the country.

Theoretical framework. It is based on oral history, inspired by Paul Thompson (2006) and Marieta de Moraes Ferreira (2002), whose contributions guide the conception and practices by the Museum team.

Design/methodology/approach. Due to the COVID-19 pandemic, we are conducting remote interviews, based on oral history method, through the internet and the use of communication platforms for real-time conversations and calls.

Findings. In the Virtual Museum of Tourism in Brazil, visitors can tell their stories, appropriate the language of museum – an elite language – and signify their narratives and memories, envisioning a horizon of autonomy.

Research, Practical & Social implications. It lies in the concern with insertion, social visibility and the opening of speech channels for the groups involved, as well as the formation of listening channels by the other groups social, democratizing the look and understanding of the phenomenon and tourist practices, and the diversity of actors involved in this process.

Originality/Value. The main contribution of the collection is to record and make available the narratives of tourism through Oral History. We want to show how interesting the history of tourism can be when told by people from our daily lives.

Keywords. History of tourism; Oral history; Social inclusion; Tourism memory; Brazil's Virtual Museum of Tourism.



References:

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Creative tourism as a promoter of the Sustainable Development Goals - Alentejo Central

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Structured Abstract

Purpose. This study aims to analyze creative tourism as a promoter of the objectives of sustainable development, filling the research in this field.

Theoretical framework. Case study.

Design/methodology/approach. Using the Science Direct, Emerald and, Google Scholar databases, to search for correlation between creative tourism and SDG, through articles published between 2017-2020. 104 questionnaires were applied to entrepreneurs with activities that fit creative tourism in Central Alentejo.

Findings. The “state of the art” focus little on the relationship between creative tourism and the SDGs. Through the questionnaire, it was found that despite the focus on employability, preservation of the environment and culture, there seems to be a lack of attention to gender equality, social inclusion, and the management of resources.

Research, Practical & Social implications. It was not possible to apply the SDG: 14, as the survey was applied to a territory without marine life. However, this study may have implications at the social level by allowing the understanding of the contribution of creative tourism to the cultural and environmental preservation of places, but also in the need for further studies and strategies at the level of gender equality and social inclusion.

Originality/value. The value of this article is related to the lack of studies in the field, contributing with the analysis carried out to find the vision of entrepreneurs on the topic, as well as the relevance they attribute to each SDG.

Keywords: Creative Tourism; Central Alentejo; Sustainable Development Goals; Sustainability.

References:

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Room 2.2

Room nº	2.2	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and COVID effects (2)	
Chairperson	Susana Lima IP Coimbra, Portugal	
Paper nº	Title	Authors
57	The COVID-19 pandemic crisis in Fernando de Noronha Tourism	Wilma Paixão , Itamar Cordeiro, Nathália Körössy
6	Nautical tourism: A solution for tourism, in the time of COVID-19?	Eunice Lopes , Jorge Simões, João Simões
168	The unexpected merged of tourism seasons and COVID-19 pandemic: Marketing and economic Contributions from ex-ante and ex-posts observations in the Algarve	Maria João Custódio , Fernando Perna
38	Contribution of the scientific community to the global research in tourism and COVID-19	Celia Rafael , Ana Luisa Pires

The covid-19 pandemic crisis in Fernando de Noronha tourism

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Structured Abstract

Purpose. The study aimed to analyze the repercussions of the Covid-19 pandemic crisis in Fernando de Noronha (Brazil), observing the changes caused in the visitation and public collection of the Archipelago.

Theoretical framework. The tourism sector seeks to recover from the worst year in its history especially in destinations where tourism prevails as the main activity (UNWTO, 2021). In Fernando de Noronha, the beginning of the pandemic caused changes in the tourist flow with the potential to impact the well-being of the local community (Paixão et al., 2021).

Design/methodology/approach. Data were obtained from official sources between July 2020 and April 2021.

Findings. The results show that the substantial drop in the number of visitors in 2020 compared to 2019 worsened the situation of vulnerability faced by islanders.

Research, Practical & Social implications. The study demonstrated important repercussions on the provision of services to the population, including those related to basic needs.

Originality/value. The study made clear how vulnerable Fernando de Noronha is to a crisis that affects tourist demand. The episode reflects the need to develop public policy mechanisms that support the local community in times of interruption of visitation.

Keywords: Coronavirus; COVID-19; Fernando de Noronha; Tourism.



References:

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Nautical tourism: A solution for tourism, in the time of COVID-19?

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Structured Abstract

Purpose. This study aims to explore the current context of the nautical tourist offer, incident in the Zêzere river basin, in the Central region of Portugal, as a tourist offer and its enhancement, in a pandemic period.

Theoretical framework. Nautical tourism is considered as one of the pillars of tourist activity in river areas, given that the strong occupation of the coastal area and the overvaluation of natural and heritage resources contributed to this tourist aspect, presenting itself, as a strong driver of the development of the territory.

Design/methodology/approach. The theoretical framework used to carry out the investigation was based on a qualitative methodology through an exploratory approach, which included the use of primary source data, observations and interviews, and the document analysis was used to process additional secondary source data.

Findings. Results showed that the research developed on nautical tourism, although valid, is not properly disseminated by stakeholders (public and private).

Research, Practical & Social implications. As practical implications of the verification of social impacts, greater interaction between all managers of the territory will be essential, to increase the quality of the nautical tourist offer, as well as the experience of the tourist and visitor, which increased considerably during the pandemic.

Originality/value. The study contributes to a greater perception of the need to expand knowledge about endogenous cultural and natural resources to be explored to improve attractiveness and enhance the territory through river practices.

Keywords: River tourism; Sustainable development: Heritage; Pandemic; Territory.



References:

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The unexpected merge of tourism seasons and COVID-19 pandemic: Marketing and economic contributions from ex-ante and ex-post observations in the Algarve

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Structured Abstract

Purpose. The lockdown in March 2019, due to Covid-19 Pandemic, declared the almost total closure of the Algarve's tourism sector. The cessation of flows, uncertainty about the immediate and post-pandemic future, involved unparalleled consequences that it mattered to know to better manage.

Theoretical framework. Contributions from the literature on the destination image and on economic impacts in tourism/hospitality, in the context of crisis and post-crisis management and planning.

Design/methodology/approach. The research uses official statistics and develops a quantitative and qualitative approach by a questionnaire applied to 400 agents of the tourist supply in the region during the period preceding the first high season (summer 2020) lived in a state of calamity.

Findings. The decline in the total profits of tourist accommodation is higher than that seen by agents at the entrance to the lockdown; In post pandemic, the concern for the health security of tourists will be more focused on travel (transport) vs. stay (accommodation) and; the image projection of the Algarve destination should highlight attributes such as health security and economy/quality of life.

Research, Practical & Social implications. It provided guidelines to reorient the IMPACTUR ALGARVE research project, supported by the Algarve's Regional Operational Programme, Portugal 2020 and the European Union, through the European Structural and Investment Fund (acknowledgements); and proved its potential to support management and planning for the sector and region recovery.

Originality/Value. The study's delivery original measures and proposals, later expressed in the +Sustainable Tourism Plan 20-23 revised by 'Turismo de Portugal', in 2021.

Keywords. Accommodation profits; Algarve; Destination image; Pandemic Covid-19; Travel concerns.

References:

- INE (2021). Inquérito à Permanência de Hóspedes na Hotelaria e Outros Alojamentos. Lisboa: Instituto Nacional de Estatística.
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Contribution of the scientific community to the global research in tourism and COVID-19

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Structured Abstract

Purpose. As a response to the COVID-19 pandemic, tourism academia has been examining its effects on the tourist industry. This study examines the scientific publications on tourism related to the COVID-19 pandemic, with the objective of identifying collaboration networks, research topics and themes that need future approaches.

Theoretical framework. Tourism academia was also faced with a series of challenges brought by the COVID-19 pandemic. Most research topics ceased to be observable, models and forecast data became ineffectual, and many empirical studies had to be cancelled. However, the pandemic created new lines for research, which academia is now avidly working on (Bausch et al., 2020).

Design/methodology/approach. Data were initially collected on Scopus and filtered using search terms related to tourism and COVID-19. A descriptive analysis of the data using the functionalities of the Scopus platform itself followed. Finally, an analysis of the cooperation networks and lines of investigation was carried out resorting to VOSviewer.

Findings. Social, economic and environmental dimensions were identified. Technology, sustainability and people were also highlighted as topics of interest for investigation. A strong commitment of the Portuguese scientific community to examine the impacts of COVID-19 on tourism was also identified.

Research, Practical & Social implications. To enlarge the scope of the research, which was limited to Scopus, it is our purpose to investigate international and national scientific production on COVID-19 and tourism in other databases.

Originality/value. Bibliometric studies examining publications on COVID-19 and tourism are still scarce. This paper fills that research gap by carrying out a descriptive bibliometric study based on a quantitative analysis of the international scientific production indexed on Scopus.



Keywords: Bibliometric analysis; Scientific production; Tourism; COVID-19.

References:

Bausch, T., Gartner, W.C. & Ortanderl, F. (2021). How to Avoid a COVID-19 Research Paper Tsunami? A Tourism System Approach. *Journal of Travel Research*, 60(3) 467-485. <https://doi.org/10.1177%2F0047287520972805>.



Room 2.3

Room nº	2.3	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Rural Tourism	
Chairperson	Gonçalo Fernandes IP Guarda, Portugal	
Paper nº	Title	Authors
87	Territorial certification for olive tourism in Brazil: Proposition of a framework of analysis for the sector	Thais Simionato , Ana Claudia Padilha, Debora Hoff, João Paulo Jorge
117	The contribution of the Wine Routes in the development of Rural Tourism	Adriano Costa, Carla Castro, Pedro Amaral
64	Entrepreneurs' perceptions of institutional support and restrictions in two rural tourist routes in Brazil	Ângela Cristina Albarello Marins, Tissiane Schmidt Dolci , Marcelino de Souza

Territorial certification for olive tourism in Brazil: Proposition of a framework of analysis for the sector

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Structured Abstract

Purpose. The objective of the research was to propose a framework of analysis that considers the intrinsic elements of the territory to implement a certification in olive tourism in Brazil, by identifying the elements of the territory that are strategic for the activity.

Theoretical framework. Territorial certification can positively affect the competitiveness of a destination, legitimizing or signaling reliability about the products or services offered, and inducing an improvement in quality. In this way, the ordering of olive-growing properties through a certification system, considering the heritage elements of the territory, represents an opportunity to convert olive groves into an original, orderly and multifaceted tourist destination.

Design/methodology/approach. In this research, we carried out exploratory bibliographical research with data obtained from the Scopus and Web of Science databases. The research topics were certification, territory, heritage, tourism, and olive tourism, with no restriction on the period of publication.

Findings. The results indicate some key elements for olive tourism such as fauna and flora, gastronomy, traditions, language, architecture, projected landscapes, and handicrafts.

Research, Practical & Social implications. The research contributes to a better management of the properties that already offer this activity, as well as facilitate the implementation of the activity for those who wish to enter in the sector.



Originality/value. This research identified the elements of the territory that are strategic for olive tourism in Brazil, seeking to develop a framework of analysis that supports the territorial certification process in olive tourism in the country.

Keywords. Olive tourism; Certification; Heritage; Territory.

References:

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- Perano, M., Abbate, T., Rocca, E. T., & Casali, G. L. (2019). Cittaslow & fast-growing SMEs: evidence from Europe. *Land Use Policy*

The contribution of the wine routes in the development of rural tourism

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Structured Abstract

Purpose. Portugal has come to assume itself as an international reference country in the production of wines with worldwide prestige, such as Barca Velha, Pêra Manca, Carrocel, among others. As a result, it is also beginning to assert itself as a world-referenced wine tourism destination, with a diversified offer, which extends to the entire national territory and which can allow the creation of identity marks for the destinations that it is important to preserve, highlight and enhance.

Wine tourism represents an excellent vehicle for discovering a wine region and for getting to know all its cultural and tourist aspects.

Theoretical framework. The wine routes may be privileged instruments for the organization and dissemination of wine tourism, contributing to the preservation of the authenticity and identity of each region through the dissemination of its landscape, architectural, museum and gastronomic heritage, and also for the promotion and dissemination of rural areas, more abandoned areas.

Design/methodology/approach. Thus, we proceeded with the collection, systematization and analysis of information resulting from various research, including bibliographic consultation and internet research.

Findings. Thus, we proceeded with the collection, systematization and analysis of information resulting from various research, including bibliographic consultation and internet research.

Research, Practical & Social implications. This study aims to contribute to a deeper knowledge of the theme of wine tourism, wine routes in Portugal and, in this way, contribute to the economic development and settlement of people in the countryside.



Originality/value. Identification of wine routes in Portugal.

Keywords: Wine Tourism; Wine Routes; Dão Wine Region.

References:

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Entrepreneurs' perceptions of institutional support and restrictions in two rural tourist routes in Brazil

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Structured Abstract

Purpose. Rural tourism depends on entrepreneurship that is related to existing institutions. The better the quality of the structures of the cognitive, normative, and regulatory dimensions, the better the entrepreneurial activity will be. The aim of this article was to analyze the perceptions of entrepreneurs based on these three dimensions.

Theoretical framework. The theoretical basis of the research was, from the perspective of the institutional economy, to relate the role of the institutional matrix as a condition for entrepreneurship and its role in the development of tourism.

Design/methodology/approach. The research was constituted by the study of two cases, both located in the state of Rio Grande do Sul, Brazil. To examine the perceptions of entrepreneurs in relation to the three dimensions 17 people were interviewed.

Findings. Through the examination of the general average, it was found that the Salamarias tourist route presented a lower overall average than the Via Orgânica tourist route for the regulatory and cognitive dimensions. The normative dimension was the one that presented the best results for both tourist routes.

Research, Practical & Social implications. The limitation of this study is due to the difficulty in generalizing the typical results of the case studies. It was possible to suggest a set of actions to the entrepreneurs and to the local public power.

Originality/value. The study is original in the context of rural tourism studies since there was an absence of studies with the institutional theoretical approach.



Keywords: Rural tourism; Regulatory dimension; Normative dimension; Cognitive dimension.

References:

- Furtado, Jeremias Dias; García-Cabrera, Antônia Mercedes; García-Soto, Maria Garcia. (2014). Empreendedorismo turístico em pequenos territórios insulares: uma análise institucional. *Revista Turismo & Desenvolvimento*, 4, (21/22), 227-238.
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Room 2.4

Room nº	2.4	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality/Restaurants (1)	
Chairperson	Bruno Sousa U. Madeira, Portugal	
Paper nº	Title	Authors
39	The impact of pandemic crisis on the hospitality industry: The case of Portugal	Vânia Costa, Silvia Raquel Pereira
31	Concerns and attitudes of hotel managers with respect to relationship marketing	Sandra Filipe , Adriana Marques
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The impact of pandemic crisis on the hospitality industry: The case of Portugal

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Structured Abstract

Purpose. The purpose of this article is to highlight the immediate impacts of the new coronavirus (COVID-19) pandemic on hospitality, specifically in the Portuguese case study. The world experiences an atypical situation, marked by the pandemic of the new coronavirus. COVID-19 infection, an infectious disease caused by the new coronavirus, is the largest public health emergency facing the international community in decades. The rapid spread of the disease on a global scale, being present on all continents, caused the World Health Organization (WHO) to consider it a pandemic, and economies were closed overnight.

Theoretical framework. In the face of this pandemic, the hospitality industry was faced with a challenge without precedents. The main prevention measures are social isolation, restrictions on mobility, and closure of borders. Consequently, these prevention strategies to level the COVID-19 curve ended hotel businesses and drastically reduced tourist demand. In terms of business, the impacts of the crisis have affected all industries in the world, although the travel and tourism sector is one of the most affected.

Design/methodology/approach. The methodology used was based on a qualitative and quantitative approach, with an exploratory-exploratory nature. The qualitative approach is based on a literature review of the topic, although it is an emerging one. The quantitative approach was based on an analysis of statistical data.

Findings. In Portugal, according to data from the Hotel Association of Portugal, in the first half of 2020, the drop-in occupancy rate and revenues is 70% to 89% (AHP, 2020). Although the actual impacts are not yet accounted for, in a scenario with a minimum loss of occupancy of 60%, losses of 40.6 million overnight stays are estimated in the hotel industry. On the other hand, in a pessimistic scenario with losses of 80% in occupation, losses are estimated at 46.4 million nights. Direct losses of EUR 3.3 billion are estimated in terms of revenues. In this context, a response is expected by the hospitality industry, with great reflection and substantial changes in its operations and business models, to ensure the sustainability of business models in the post-pandemic period.

Research, Practical & Social implications. The growth of research within the scope of new business models, operational models, value chain and distribution, allocation of human resources, behavioral, among others, is fundamental to formulate knowledge in new forms of response by the hospitality industry. In this sense, this study aims to research these untapped challenges of the hotel sector.

Originality/value. This study emerges as descriptive exploratory research, with emphasis on the analysis of articles and publications released by institutional bodies of the public network of the tourism sector and scientific productions referring to the pandemic and the hospitality and tourism sector. The main originality of this research lies in the fact that it collects, compiles and assesses data during an essential phase, in a pandemic context, being essential to monitor the effects and evaluate perceptions about the future and anticipate solutions for the reinvention of the hotel sector.

Keywords: Hospitality businesses; Hospitality and tourism; Pandemic crisis; post-crisis management; tourism management.

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Concerns and attitudes of hotel managers with respect to relationship marketing

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Structured Abstract

Purpose. This research aims to explore the concerns and attitudes of hotel managers with respect to relationship marketing. Two research questions are proposed: (i) what is the importance given to relationship marketing by hotel managers in the formulation and implementation of a marketing strategy? (ii) what type of strategies and tools are used by hotel managers in order to optimize customer loyalty?

Theoretical framework. It is widely accepted in marketing literature that relationship marketing aims to attract, develop and maintain customer relationships (e.g., Berry, 1995), and it is a valuable asset for enterprises (Ravald & Grönroos, 1996). Particularly in the tourism sector, consumers as tourists are often not motivated to repeat tourist destinations (Prebensen et al., 2012), nor the hotel where they will be staying. Some academics highlight customer satisfaction and image as antecedents of customer loyalty in hotel industry (Kandampully & Suhartanto, 2000), and the role of destination image on tourist loyalty (Zhang et al., 2014).

Design/methodology/approach. In order to answer the proposed research questions, a qualitative methodology was applied by means of nine in-depth interviews to hotel managers that were further analysed through a thematic content analysis. Data collection was carried out between March and October 2019 in a convenience sample composed by hotels located in the tourist region of central Portugal.

Findings. Although results point to the fact that that relationship marketing is not yet a central focus on the hotels' strategy, the participants of the study refer that they frequently use the following tools in order to optimize tourist satisfaction and loyalty: improve the quality of the service provided; give attention to guests taking into account their complaints and/or suggestions; be attentive to client needs and desires; match and exceed client expectations; and establish personalized and personal contact with guests. Additionally, some of them create client cards, specific offers, vouchers and programs to add value to their customers.

Research, Practical & Social implications. The results obtained allowed to identify the main variables to improve the loyalty of customers in the hotel sector and formulate of a set of propositions for further studies in the future. Additionally, this study offers relevant



contributions for hotel managers, since it provides indications on how to apply or readjust their strategies of relationship marketing.

In terms of limitations, due to the fact that a convenience sample was used, the results cannot be generalized for Portuguese hotels. The application of similar approaches to a larger sample representative of the Portuguese hotels is recommended, in order to validate the obtained results.

Originality/value. Over the last years, tourism in the centre of Portugal has been experiencing an exponential growth, with hotels being one of its key sectors. However, there is a high competition among hotels in this region of Portugal and their managers should establish an effective and well-designed relationship marketing strategy to engage and retain tourists. Therefore, hotel managers must make efforts to correspond and exceed expectations of consumers through the principles advocated by relationship marketing. Since there are no known studies on this topic applied in Portuguese hotels, this research aims to fill this gap.

Keywords: Customer loyalty; Customer satisfaction; Hotels; Relationship marketing; Strategy marketing.

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Management accounting in restaurants: Case study - implementation of USAR in 'O Pinote' restaurant

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Structured Abstract

Purpose. The present research has as object of study a uniform system of accounts used in the restaurant sector. The main objective consists in the implementation of USAR (Uniform System of Accounts for Restaurants) through the Case Study in 'O Pinote' restaurant, to provide the owners a best preparation of operational and financial information to obtain the success.

Theoretical framework. The theoretical basis used to support the research is found in official documents that represent management in restaurants.

Design/methodology/approach. The methodology used in this study is divided into the following 3 parts: systematic literature review of various documents on accounting and restaurant management, analysis of USAR and case study applying USAR in 'O Pinote' restaurant.

Findings. The results sustain that the implementation of control and management systems in the restaurant sector allows for a more effective management. These systems, as is the case of USAR, allow for greater accuracy and detail at the operational and financial level. The case study will allow the implementation of USAR in the 'O Pinote' restaurant, and it is expected that it will help the owners to control more effectively their costs and make their decisions based on the information offered.

Research, Practical & Social implications. The implementation of USAR has a more real vision of the whole operation and all the financial information and presents advantages.

Originality/Value. This study contributes to a management model adapted to the conditions of a micro restaurant business.



Keywords. Restaurant management; USAR; Uniform account systems; Cost control.

References:

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Room 2.5

Room nº	2.5	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism products (3)	
Chairperson	Dulcineia Ramos IP Leiria, Portugal	
Paper nº	Title	Authors
118	Restructuring spa tourism destinations: European spa towns in a network	Paula Proença , Maria do Rosário Mira, Adília Cabral
139	Diversification of tourism in the tourist and hydromineral resorts of S. Paulo's water circuit	Tatiana Heidorn Alvarez de Aquino Pereira , Odaléia Telles Marcondes Machado Queiroz
154	Places marketing as a contribution to the environmental tourism segment: a case study in Jericoacoara–CE	Anne Freire, Cristiane Souza , Zaila Oliveira, Thaís Feitosa
65	Tourism and regional economic development: Tourists products as an instrument	Sara Fernandes , Vânia Costa

Restructuring spa tourism destinations: European spa towns in a network

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Structured Abstract

Purpose. This investigation analyzes the relationship between European spa towns in networks and innovation in tourism. Network innovation can be an option to overcome the crisis installed by the COVID 19 pandemic in this sector of activity.

Theoretical framework. Europe is rich in mineral-medicinal resources, which, combined with the culture of each territory, has resulted in health and well-being products that are increasingly in demand. The growing trend of this demand is reinforced by the effects of the current pandemic. Health and wellness tourism has been recognized in European policy as vital for the psychological, social and economic balance of communities.

Design/methodology/approach. Based on official information, three projects were analyzed according to the 'multiple case study' method, namely: 'European Thermal Cities in Network', Termas Center of Portugal' and 'Termas Porto and North of Portugal'. These documents were also analyzed in the TreeCloud computer program, with a view to highlighting the guiding factors of the restructuring strategies of European and Portuguese spas, in the sense of innovation and competitiveness.

Findings. The return to healthy lifestyle tourism is based on the organization of these destinations in a network, on the quality of facilities and services, on the authenticity and innovation of wellness programs, as well as on the establishment of qualified human resources.

Research, Practical & Social implications. This article contributes to knowledge and responds to the new challenges facing thermal spas.

Originality/value. The results of this investigation provide important guidelines, strategies and recommendations to both private and public decision-makers.

Keywords: Innovation; Networks; Thermal tourism; Sustainability; COVID.



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Diversification of tourism in the tourist and hydromineral resorts of Circuito das Águas Paulista

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Structured Abstract

Purpose. The objective of the study is to present the diversification of tourism in the Hydromineral Resorts of the Circuito das Águas Paulista¹, State of São Paulo, Brazil: Águas de Lindóia, Amparo, Lindóia, Monte Alegre do Sul, Serra Negra and Socorro.

Theoretical framework. The theoretical framework is related to the concepts of landscape as "everything we see, that which our vision reaches" (Santos, 1998, p.61), because tourist landscapes are "the visible portion of geographical space and therefore play an important role in the constitution of tourist places and the direction of tourist flows" (Cruz, 2003, p. 9). The multifunctionality of the landscape is worked in the context of rural space and rural tourism activities of the resorts of Circuito das Águas Paulista.

Design/methodology/approach. The methodological approach is exploratory and descriptive, based on literature review. Of the nine municipalities that are part of Circuito das Águas Paulista, we chose only Tourist and Hydro-mineral Resorts. We chose to survey historical data, spas, sources, and local tourist attractions. This data survey allowed us to understand the diversification of tourism in the Tourist and Hydromineral Resorts of Circuito das Águas Paulista.

Findings. From the study, it was concluded that the municipalities of Circuito das Águas Paulista are located in a territory with specific characteristics, the Serra da Mantiqueira², with the Mata Atlântica³ biome and high-altitude tropical climate. They have a historical past marked by the route in search of gold in Minas Gerais State and the thermal practice, with activities in urban and rural tourist areas that complement each other. We understand that despite the historical past linked to the golden age of Thermalism, this activity ends up being secondary and there is an underuse of the mineral-medicinal waters.

Research, Practical & Social implications. The study makes a preliminary description of a region marked by a territorial organization influenced by several inducing agents, including

¹ São Paulo Water Circuit.

² Mantiqueira Mountains.

³ Atlantic Forest.

tourism, which contributes to the valuation of its rural products through the certification of Geographical Indication, integrated with rural route "Caminho pro Interior"⁴, which contributes to a more comprehensive understanding of the main actors involved in the local tourism process.

Originality/Value. The study of the tourist and hydromineral resorts of the Water Circuit of São Paulo is a little-studied subject and to understand the dynamics of tourist activities, the actors involved and how the multifunctionality of the local landscape occurs, with a multidisciplinary look is innovative. The perspective of studying the Circuito das Águas Paulista as a tourist space, defined as that resulting from the presence of tourist attractions and infrastructure (Boullón, 2002), can be used in future research and public policies.

Keywords: Tourism; Hydromineral resort; Multifunctionality; Landscape.

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⁴ Road to the Interior.

Places marketing as a contribution to the environmental tourism segment: A case study in Jericoacoara-CE

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Structured Abstract

Purpose. To bring a contribution of exploratory essence, to better understand the role of city marketing as a contribution to the segmentation of environmental tourism in Jericoacoara.

Theoretical framework. Market segmentation, niche marketing with alignment of city marketing, supported by the perspectives and impacts of environmental tourism were addressed.

Design/methodology/approach. The study is configured in an informal descriptive exploratory perspective to understand what is in the theory on the subject.

Findings. The inputs reveal that the micro-niche of environmental tourism in Jericoacoara is aligned with the marketing concepts of cities, a focus on developing the destination as a brand, and achieving differentials in relation to other competing locations.

Research, Practical & Social implications. As practical implications, there is the possibility of the location creating awareness among its visitors about environmental preservation.

Originality/Value. A theme of great relevance and dynamism, a sustainable tourism segment, associated with a world-renowned destination, Jericoacoara, through an exhaustive and in-depth exploratory research.

Keywords. Jericoacoara; Market niche; Segmentation; Environmental tourism.



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Tourism and regional economic development: Tourists products as an instrument

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Structured Abstract

Purpose. Given the importance of tourism as a factor of regional development, this study has as main objective to study tourism and regional development, focusing on tourism products as an instrument of regional economic development.

Theoretical framework. The tourism sector, entitled as the largest sector in the world, currently presents an accelerated growth, being an important social and economic phenomenon with differentiating characteristics and which is based on an entrepreneurial development, with positive effects, when properly planned and implemented no territory.

Design/methodology/approach. The applied methodology follows a literature review and bibliometric analysis approach that encompasses the analysis of theoretical research published on the topic under study, specifically the study encompasses a review of nineteen articles published between 2001 and 2020.

Findings. This study allows us to conclude by consensus that studies on tourism and its impact on regional development are positive, contributing to the development of the territory, an improvement in the quality of life of the resident population, and also the growth of the economy.

Research, Practical & Social implications. Thus, overall, through the literature review of the selected articles, we can conclude that we found substantial evidence that tourism plays an important role in regional economic development as well as contributes to improving the quality of life of residents in developing territories.

Originality/value. A synthesis of the literature on the effects of tourism on regional development provides a state of the art in this field and a basis for researchers to consider a set of comparable conceptual dimensions in future research.

Keywords: Economic development; Regional and territorial development; Tourism; Tourism products.

References:

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Room 2.6

Room n°	2.6	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism Marketing	
Chairperson	Paulo Almeida IP Leiria, Portugal	
Paper n°	Title	Authors
74	Acting under the influence: Followers' attitudes to digital influencers in travel and tourism	Rita Peres , Catarina Oliveira
127	Utility of film tourism in destination management	Emine Yilmaz , Ekin Yilmaz
140	Short-term effects of social media image on hotel performance	Tomasz Napierała , Katarzyna Lesniewska-Napierała, Maciej Adamiak

Acting under the influence: Followers' attitudes to digital influencers in travel and tourism

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Structured Abstract

Purpose. The purpose of this study is to understand the relationship between digital influencers in tourism and the profile of their followers, but also, to analyse the relationship between the dimensions of experience with digital influencers and the content shared on their platforms that most influences the followers' behavioural intentions.

Theoretical framework. The role of digital influencers in tourism has been widely recognized, as indeed have followers' intentions to adopt the suggestions made by influencers. Influencers' shared multimedia online content, principally on destinations, has positively affected purchase decisions in the tourism sector. (Xu Xu & Stephen Pratt, 2018; Magno and Cassia; 2018; Rebeka-Anna, Zsuzsa & Dan-Cristian, 2021).

Design/methodology/approach. The quantitative data collection was done through an online questionnaire posted on social network groups who share their travel experiences. A total of 297 responses were obtained. The study conducts correlation analysis to understand the level of correlation among variables, using Pearson's correlation analysis coefficient to test the level of correlation, with SPSS statistics.

Findings. The findings show a positive relationship between digital tourism influencers and the content based on authentic travel experiences, and also revealed a positive relationship between the dimensions that explained the experience of the followers with the influencers and the adoption of information on behavioural intention.

Research, Practical & Social implications. The current COVID-19 pandemic is affecting tourism, so new strategies for tourism development will have to be created and generated. In this context, influencer marketing must increasingly concentrate on endeavours' that capture tourists' confidence and promote destination safety.

Originality/value. The main contribution of this research, was to understand the followers' relationship with digital influencers in tourism, considering that they can play an important role in promoting destinations because they have a close relationship with their



followers and are able to influence decision-making and encourage followers to travel safely at a time when tourism is falling due to the COVID-19 pandemic.

Keywords: Social Networks; Digital influencers in tourism; Content shared; Followers' behavioural intentions.

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Utilization of film tourism in destination management

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Structured Abstract

Purpose. The aim of this study is to present some practical views on how film tourism can be used in destination management.

Theoretical framework. Because when the literature on film tourism is examined, it has been seen that this subject is generally discussed in terms of the effects of film tourism on the destination, the effects of film tourism on the destination preference of the visitors or the effects of film tourism on the destination image, and especially the uncertainty and inadequacy in the suggestions part of the studies have attracted attention. However, poor management of film tourism generally has a negative impact on the destination sustainability.

Design/methodology/approach. This is a theoretical study which offers suggestions that can be put into practice will be presented in order to provide the sustainability of both destination and the film tourism sector.

Findings. As a result of this research, suggestions will be presented about what strategies can be applied during destination management by using film tourism by projecting them into practice.

Research, Practical & Social implications. Therefore, it is thought that this study will give an idea to all tourism stakeholders such as local governments, destination management organizations and local people.

Originality/Value. This study differs from film tourism studies, which has now become a vicious circle, and is of great importance in terms of both practice and related literature with constructive suggestions.

Keywords: Destination management; Film tourism; Product development; Sustainability.



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Short-term effects of social media image on hotel performance

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Structured Abstract

Purpose. The goal of the project was to identify short-term effects of city's image on social media on urban hotel markets' performance.

Theoretical framework. The study is an exploratory analysis of the short-term impacts of sentiments and topics evidenced in social media user generated content on urban hotel markets' performance.

Design/methodology/approach. The research was conducted in 5 biggest Polish cities in 2019, during 27 weeks between Sunday, February 24, and Saturday, August 31. Data describing hotel market performance was retrieved from STR SHARE Center. Basic indicators were considered: occupancy, average daily rate, and revenue per available room. To describe city's image on social media data from Twitter was collected through application programming interface. Tweets posted in selected locations (Polish biggest cities) were retrieved. Then, the content from Twitter was classified by supervised machine learning. All tweets were classified regarding sentiments and topics. Finally, the impact of city's image on social media on hotel market performance was estimated by application of generalized method of moments.

Findings. Generally, high interest in the city is evidenced in the real and virtual world in parallel and allows hotels to offer higher prices. Interestingly, negative impact of tourism and travel related topics confirms that individual hotel guests (traditional tourists rather than business travellers) are more eager to share their opinions on social media and are more likely to visit cities when hotel prices are lower. Increase of hotel prices was evidenced when negative sentiments on social media increased. This confirms that substantial hotel market opportunities are related to the events stimulating heated debate when negative emotions are exacerbated through social media content.

Research, Practical & Social implications. The analysis of social media entries on tourism and travel enables monitoring of individual tourists' flows.

Originality/Value. Most of the tourism studies utilize the content from social media collected manually. The solution is to apply API protocols or web scrapping and to analyze and classify the data by machine learning techniques.

Keywords. Hotel performance; Social media; Machine learning; Poland.

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Acknowledgments. The research project entitled "Social media and the economic efficiency of hotels. Urban context" was granted by Polish National Science Centre.



Room 2.7

Room nº	2.7	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Tourism and COVID effects (3)	
Chairperson	Ana Elisa Sousa IP Leiria, Portugal	
Paper nº	Title	Authors
37	Are visitors in the COVID times so different?	Stanislava Pachrová
77	COVID-19 impacts on touristic animation	Inês Silva , Cláudia Seabra
48	Online communication and interaction during the COVID-19 pandemic: Perceptions of tourism higher education faculty and students	Paula Cardoso , Ana Paiva, Ana Loureiro, Ana Runa, Carlos Seco, Elisabete Mendes, Hugo Pereira, Inês Messias, João Paz, Lina Morgado, Márcia Vieira, Nuno Oliveira
120	What has been said about the reinvention of tourism post-COVID: Rethinking policies, strategies or the role of DMOs?	Maria do Rosário Mira, Eugénia Lima Devile , Susana Lima, Andreia Moura

Are visitors in the COVID times so different?

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Structured Abstract

Purpose. This study wants to discover how much the pandemic situation has changed visitor profiles on the example of the Czech Vysočina Region.

Theoretical framework. There is no doubt that the Covid-19 pandemic has changed our world. The tourism industry has been hit a lot. The numbers of tourist arrivals are dramatically lower, many entrepreneurs face a problem if they continue their business or not, destinations are trying to rebrand and create new products. Nobody can say for sure what the future will bring. Tourism in the Czech Republic is struggling with this challenging situation, too. The numbers of domestic tourists' overnight stays were more than 20% lower when comparing the year 2020 to the year 2019, and the numbers of international tourists' overnights were over 70% lower (Machová, 2021).

Design/methodology/approach. Analyzing results of two questionnaire surveys will show if motives for visiting the destination, length of the stay, preferable activities, etc., have changed. Department of Travel and Tourism at the College of Polytechnics Jihlava conducted field research among visitors of the region. Older research results show visitor characteristics from 2015. We interviewed 2,432 visitors of the destination from March to September 2020 to create an up-to-date visitor profile.

Findings. Domestic visitors show no significant differences in motives for visiting the destination or in activities that visitors prefer to do during their stay. Unfortunately, due to a massive decline of international arrivals, results about international tourists are not statistically relevant.

Research, Practical & Social implications. Important findings for destination management organizations.

Originality/value. New original primary research results.



Keywords: Visitor profile; Tourism; Covid-19; Czech Republic; Comparative analysis.

References:

Machová, S. (2021). Dopady pandemie na cestovní ruch. Retrieved from the CzechTourism website:
<https://tourdata.cz/dopady-covid/aktualizovana-analyza-dopady-covid-2020-a-predikce-roku-2021/>.

COVID-19 Impacts on Touristic Animation

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Structured Abstract

Purpose. Considering the relevance of the COVID-19 topic and its impacts on the tourism industry, this study attempts to present the impacts on the touristic animation sector and how it can overcome the present pandemic.

Theoretical framework. The study focuses on the information from different studies within the pre-COVID, post-COVID, impacts on tourism, touristic animation, and prospects framework.

Design/methodology/approach. This conceptual study was done between March and May 2021 and gathers information from relevant studies concerning this area, within Scopus databases. The majority of the gathered studies are from 2020/2021 showing how up-to-date this study is.

Findings. The findings suggest that even though we can't fully understand the impacts of this pandemic, it is believed that the mindset of tourists will change forever. So, organizations must reconquer and guarantee tourists' trust. In touristic animation, changes are visible when it comes to the type of tourist, the number of people per group, and other matters according to social distancing.

Research, Practical & Social implications. This being a conceptual article, in an early stage, that cannot present profound conclusions, it might lack a more in-depth analysis, which can be considered a limitation. This research will help animation companies to understand new challenges brought by this pandemic is bringing to this important economic sector.

Originality/value. This study is relevant because it edifies the general public and animation companies to a deeper understanding of the impacts of the pandemic and how the sector can overcome them.

Keywords: COVID-19; Tourism; Touristic animation; Impacts.

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Online communication and interaction during the COVID-19 pandemic: Perceptions of tourism higher education faculty and students

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Structured Abstract

Purpose. This proposal is part of an ongoing research and presents the results of the perceptions on online communication and interaction by students and faculty of Tourism undergraduate degrees, during the first period of confinement enforced by the Portuguese government as a consequence of the COVID-19 pandemic. The main objective of the general research was to understand how Higher Education faculty and students experienced the digital transition to emergency education and the pedagogical practices adopted during the period.

Theoretical framework. The study was conducted within the framework of online education, namely pedagogical practices regarding communication and interaction in online environments and how they have been undertaken in a context of Emergency Remote Teaching or emergency eLearning.

Design/methodology/approach. The research was based on a mixed methods approach and specific instruments were developed for data collection: a questionnaire was developed, aimed at students, and interviews aimed at both students and faculty, focusing on technological and pedagogical dimensions, as well as the assessment of the experience.

Findings. While the results here presented are preliminary, our findings show faculty resorted to several digital tools, and a variety of pedagogical strategies, with positive feedback on the teacher support, and student-teacher connection. However, participation and group activities suffered changes, depending on student's digital profile.

Research, Practical & Social implications. This study has practical implications in Tourism education in a post-Covid era.

Originality/value. Understand how Tourism education may incorporate more digital features, according to pedagogical practices suited to a quality online education.

Keywords: Tourism Studies; Emergency Remote Teaching; Distance Education; Online Pedagogical Practices; Online Learning.

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What has been said about the reinvention of tourism post-COVID: Rethinking policies, strategies, or the role of DMOs?

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Structured Abstract

Purpose. The purpose of this study is to analyze the relationship between the COVID19 impacts on tourism and the diverse economic and political approaches adopted to overcome the sudden crisis in the tourism sector.

Theoretical framework. There has been a deep reflection on a new tourism paradigm, guided by an increasing commitment to sustainability, social responsibility, authenticity, and innovation which was triggered by the covid-19 outbreak. This perspective reinforces the role of decentralization and autonomy of policies at the regional level. A network governance model emerges as a strategy to overcome crises, associated with the need to clarify the role of DMOs in transforming the tourism system.

Design/methodology/approach. A bibliometric analysis was carried out using the SCOPUS and Web of Science (WOS) databases, from 2020 to April 2021. The search criteria followed the assumptions of the non-probabilistic snow-ball sampling technique (Vinuto, 2014). The results were processed in SPSS and VosViewer software.

Findings. Four main dimensions were found that mediate the relationship between tourism and the effects of the Covid-19 pandemic, namely: i) policies, enabling social responsibility, network governance and regional autonomy; ii) research, enhancing knowledge transfer and new teaching models; iii) economic collaborative approaches that support DMO's activities; and iv) network innovation that fosters positive change.

Research, Practical & Social implications. Understanding the impacts of covid-19 in tourism politics and strategies offers research and practical implications for policymakers, namely at the regional level highlighting the relevant role of DMO.

Originality/Value. The results provide important guidelines, strategies, and recommendations to both private and public decision-makers.

Keywords: COVID-19; Bibliometric Analysis; Tourism Policies; Strategies.

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Room 2.8

Room nº	2.8	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	English	
Subject	Sustainability	
Chairperson	Ana Gonçalves ESHTE, Portugal	
Paper nº	Title	Authors
131	Stakeholders participation towards a sustainable cultural route under times of uncertainty in the Algarve	Cláudia Almeida, João Martins , Alexandra Gonçalves
69	Small hotel chains in Portugal and sustainability	Maria de Lurdes Calisto , Jorge Umbelino, Ana Gonçalves, Cláudia Viegas
83	COVID-19 and the public debate about the tourism and its sustainability: A comparative content analysis of newspapers in Portugal and Germany	Sara Góis , Eduardo Brito-Henriques
11	Shifting towards Regional Sustainable Growth: The Azores Archipelago as a Territory with meaningful Potential for the Development of Slow and Nature-based Tourism. A study based on a multi-variated analysis criteria	Rui Alexandre Castanho, Gualter Couto, Pedro Pimentel, Célia Carvalho, Áurea Sousa, Maria da Graça Baptista

Stakeholders' participation towards a sustainable cultural route under times of uncertainty in the Algarve

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Structured Abstract

Purpose. The BEST MED Project testing phase developed a sustainable and cultural path to address seasonality and local stakeholders' cooperation, aggravated by Covid-19 pandemic (Gössling et al. 2020). As main fieldwork output upgraded eight Mediterranean cultural routes. In Algarve's case, the improvement of *Rota da Estrada Nacional 2*.

Theoretical framework. Cultural Tourism has reestablished the tourism/culture relationship being an emerging trend on contemporary leisure travelling (Richards, 2018). Developing sustainable cultural routes (Notarstefano & Gristina, 2021), is determinant to address the present tourism demand, ensuring open air activities, security and health measures, personalized activities (Hall et al. 2020), organized by engaged and participative tourism stakeholders (Sigala, 2020).

Design/methodology/approach. It was developed several auscultation practices: Interviews, Seminars, Focus Groups, Living Labs, and a Fam Trip, gathering data and the best methodologies around tourism sustainability. The participants were public and private sector officials, academics, local associations, and residents.

Findings. Stakeholder's participation highlighted the importance of engaged actions towards cultural route governance. Among the identified priorities, better infrastructures and services, strategic vision, training, environmental awareness, better host and guest relations and economic impacts were identified as sustainability elements for Algarve's tourism offer.

Research, Practical & Social implications. The present pandemic creates an opportunity to promote tourism sustainability, as well the communities socio-cultural and economic recovery.

Originality/Value. A sustainable, monitored and participant governance style will stimulate the emergence of new, innovative, and diversified tourism offers. An added value for the present and future of Algarve, a traditional seasonal tourism destination.

Keywords. Cultural Routes, Stakeholders; Participation; Sustainability; Algarve.

References:

- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20.
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Small hotel chains in Portugal and sustainability

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Structured Abstract

Purpose. The connection between tourism and natural resources justifies environmental concerns, and it is assumed that companies should contribute to society while generating profit. This research aims at understanding how this assumption holds for hotel chains.

Theoretical framework. Tourism is usually recognized as a predator of natural resources. These concerns have been equated with the belief that companies should incorporate ways to contribute to society and the environment while generating long-term profit into their mission and strategies.

Design/methodology/approach. This study's research approach is qualitative, based on the analysis of 40 companies' websites and in-depth interviews with 18 managers of hotel chains.

Findings. Results suggest that environmental issues are, for most companies, not a response to societal challenges but a response to shareholders' concerns. On the other hand, smaller chains seem to be less prepared to adopt environmental practices and communicate them than global chains.

Research, Practical & Social implications. This paper identifies the hotel chains' primary sustainable practices, which provides a valuable resource for benchmarking purposes. Theoretically, some stabilized ideas have been shaken, bringing them back to reality.

Originality/value. A holistic approach to sustainability in the hotel industry was attempted to establish a deeper understanding of sustainable business decisions in the hotel sector that is scarce in the literature.



Keywords: Hotel Chains; Sustainability; Corporate Social Responsibility.

References:

- Kim, Y.H., Barber, N., Kim, D.K. 2019. Sustainability research in the hotel industry: Past, present, and future. *Journal of Hospitality Marketing and Management*, 28 (5), pp. 576-620.
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COVID-19 and the public debate about the tourism and its sustainability: A comparative content analysis of newspapers in Portugal and Germany

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Structured Abstract

Purpose. In this paper, we will analyze whether the COVID-19 pandemic has increased the public debate about the sustainability of tourism in the European public sphere.

Theoretical framework. The social and environmental impacts of tourism have been widely discussed in the academic literature. Studies recognize the need to rethink tourism, considering its use of our planet's resources and its impact on local communities. More recently, due to the global lockdown caused by COVID-19, several scholars have acknowledged the pandemic as an opportunity to encourage tourism to become more sustainable in the future (Galvani, Lew & Perez, 2020; Ioannides & Gyimóthy, 2020). However, it is not clear how far this perception has crossed the frontiers of academia into society.

Design/methodology/approach. It will be developed a comparative content analysis of the pieces published in two newspapers from two European countries in 2020: The Portuguese newspaper "Expresso" and the German "Der Spiegel". Firstly, a quantitative approach will determine the frequency of topics related to tourism, and secondly a qualitative analysis will identify different opinions mentioned for each topic.

Findings. Since tourism has a different economic weight in each of these countries, and both have different environmental priorities and goals, the public debate is likely to reflect these differences.

Research, Practical & Social implications. It will be determined whether COVID-19 has motivated the public debate about the sustainability of tourism and, if so, whether this pandemic is perceived as an opportunity to rethink the future of tourism.

Originality/value. This paper attempts to answer some of the questions raised in the academic literature.



Keywords: Sustainable Tourism; Public Sphere; Covid-19; Future trends.

References:

- Galvani, A., Lew, A. A., & Perez, M. S. (2020). COVID-19 is expanding global consciousness and the sustainability of travel and tourism. *Tourism Geographies*, 0(0), 1–10. <https://doi.org/10.1080/14616688.2020.1760924>
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Shifting towards Regional Sustainable Growth: The Azores Archipelago as a Territory with meaningful Potential for the Development of Slow and Nature-based Tourism. A study based on a multi-variates analysis criteria

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Structured Abstract

Purpose. This research aims to produce extra in-depth knowledge of the ongoing multidisciplinary strategies and projects to achieve sustainable development in the Azores Archipelago.

Theoretical framework. The Global Sustainable Tourism Council describes a sustainable tourism destination as the one which implementing a multi-year destination strategy that is openly available, is suited to its scale, and which respects environmental, economic, social, cultural, quality, health, safety, and aesthetic issues and also which is developed based on public participation. The Azores meets several of those criteria. The Azores is considered by the European Union one of the Outermost Regions. The archipelago strategical location has also granted exceptional regional growth and development potentialities – i.e., the potential for the development of Slow and Nature-Tourism in the Region.

Design/methodology/approach. The study used territorial planning methods, exploratory tools (questionnaires) regarding obtaining more information about the public perceptions of the archipelago's residents and tourists and assessing the regional strategic plans.

Findings. The most reasonable possibilities for Azores Slow and Nature-based tourism growth were identified in niche markets with extraordinary added value, in marine tourism and rural tourism. Notwithstanding, it is fundamental to be awake of the prospect of tourism massification, inhibiting sustainable development.

Research, Practical & Social implications. This study intends to produce guidelines to implement some of the Azores' learned lessons in other peripheral and ultra-peripheral territories.

Originality/value. This typology of tourism ventures is an essential vehicle for reaching the so-desired regional sustainable growth.

Keywords: Regional Studies; Nature-based Tourism; Strategic Planning; Slow Tourism; Sustainability.

References:

- Castanho, R.A., Couto, G. and Santos, R. (2021). Introductory Chapter: Rural Tourism as a Catalyst for Sustainable Regional Development of Peripheral Territories DOI: <http://dx.doi.org/10.5772/intechopen.96651>
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Room 2.9

Room	2.9	
Day/hour	October 28th 4.00 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Posters	
Chairperson	Francisco Silva ESHTe, Portugal	
Paper nº	Title	Authors
2	Evaluation of the tourist carrying capacity: An analysis of the hiking trails in Pampilhosa da Serra	Luiz Alves
67	Planning study for municipal motor caravanning parking. Lessons from Lagos, Algarve	Paulo Reis, Leandro Gabriel
143	Sport and agrotourism experiences - a contribution to tourism differentiation in Silves, Portugal	Carolina Coelho, Maria João Custódio, Fernando Perna
35	Risk Assessment and Management in the Production of Meals for Food Intolerances Case Study: Catering units for the production of Gluten- Free Meals	Catarina Afonso, Cátia Morgado, Manuela Guerra, Carlos Brandão

Evaluation of the tourist carrying capacity: An analysis of the hiking trail in Pampilhosa da Serra

Luiz Alves

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Structured Abstract

Purpose. The growing demand for natural areas and the wide proliferation of hiking trails in sensitive ecosystems have not been accompanied or articulated with plans that establish the optimal limits to guarantee a sustainable use of resources.

Theoretical framework. Review of scientific literature on the importance of the sustainable management of tourism products and destinations, especially in the current situation marked by the “climatic emergency”.

Design/methodology/approach. For the application of the concept of load capacity, based on the georeferenced data obtained in loco, an adaptation of the methodology of Cifuentes (1992) is used, which results in an analysis for one hiking trail of Pampilhosa da Serra in three levels: capacity of physical load (CCF), real load capacity (CCR) and effective load capacity (CCE).

Findings. The results obtained through the theoretical model indicate ideal values that, in some moments, are largely exceeded. Therefore, it will be essential to apply a data collection model that allows to measure, in a real way, the number of users of hiking trails.

Research, Practical & Social implications. Preliminary data indicate, on a sustained basis, that it will be necessary to develop strategies for continuous monitoring and definition of action plans to limit the number of users at certain times of the year.

Originality/value. The definition of the carrying capacity will allow the development of complementary tools and proposals for monitoring the hikers, which will help to mitigate negative impacts resulting from the use of trails and improve the tourist experience of hikers.

Keywords: Carrying capacity; Sustainability; Nature tourism; Hiking trails; Pampilhosa da Serra.



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Planning study for municipal motor caravanning parking. Lessons from Lagos, Algarve

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Structured Abstract

Purpose. This study aims to guide municipal policy for the management of motor caravanning activity in Lagos municipality by developing its local strategy and the potential for the creation of infrastructures and services needed to ensure comfort, health and safety.

Theoretical framework. In recent years, this itinerant tourism modality has grown considerably, with a significant increase in its numbers particularly in the Algarve Region (CCDR-Algarve, 2008). Different studies have shown that this demand has fostered some illegal parking practices and destructive behaviour for the environment (Domingues e Ramos, 2009; Almeida e Deville, 2014).

Design/methodology/approach. From the swot diagnosis and the orientations given by the territorial management instruments, environmental constrains and socioeconomic aspects were integrated in a carrying capacity methodology (Partidário, 1999). This allows distinguishing classes of development according to the territory's capacity to accommodate services in different planning units (Barton et al., 1995), namely the parking capacity, model of services and some urbanism guidelines.

Findings. Among other results this exercise shows that the coastal zone and the proximity to the population centers are priority areas for intervention, and about 60% of the municipality is considered critical.

Research, Practical & Social implications. This study will allow the municipality to deal with the challenge of circulation and parking of these vehicles and the urgent needs of campervans, and also to create conditions for private sector to offer services in a sustainable way.

Originality/value. Within the main advantages of this study, it becomes evident its disciplinary capacity for current and future motor caravanning practices, ensuring a planned and sustainable growth of this tourism activity.



Keywords: Motor caravanning; Territorial planning; Locational potential; Parking capacity; Sustainability.

References:

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Sport and agrotourism experiences: A contribution to tourism differentiation in Silves, Portugal

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Structured Abstract

Purpose. It is intended to explore the concept of active well-being, through tourism sports experiences linked to nature and agriculture environment, based in a case study in Silves, Portugal.

Theoretical framework. Well-being can add potential to tourism. Cumulatively the tourism experience can be maximized by a proactive perspective interconnecting the tourist with the physical and sociocultural aspects of the destination (Crouch & Desforges, 2003), contributing to the well-being of tourists and also to those around them (Global Spa & Wellness Summit, 2013; McMahan, 2011).

Design/methodology/approach. Mixed methods. Data collection by official statistics and semi-structured interviews to main stakeholders (companies and destination marketing organizations) and to a local tourists' sample (experimental economy), using mostly content and descriptive data analysis.

Findings. Based on the actual literature review process, the concept of well-being can be characterized in 2 ways: eudemonic and hedonic. While the first is associated with satisfaction and pleasure, such as organized Hikes and Bicycles tours in nature, (Waterman, et al., 2008) the second represents human growth and the feeling of learning for life (Hartwell, et al., 2012). Merging both concepts, the expected output will consider a proposal of authentic and sustainable tourism sport experiences in the identified environment.

Research, Practical & Social implications. Results will be compared with other research results (benchmarking), aiming at implications in the viability of the created concept as a tourism enhancer.

Originality/Value. By choosing a promising territory, Silves, the feasibility of the concept will be tested as a tourism sustainable driver, innovation, and region diversification.



Keywords. Agrotourism; Experience; Innovation; Sport; Well-being.

References:

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Risk Assessment and Management in the Production of Meals for Food Intolerances Case Study: Catering units for the production of Gluten Free Meals

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Structured Abstract

Purpose. The main objective was allergens risk assessment in catering, in order to validate hygiene plans and to develop an allergen management plan.

Theoretical framework. Food allergies prevalence has increased over the years, becoming a public health problem. The only way to control allergies reactions is by food avoidance, which has an impact in life quality. In catering establishments, the likelihood of cross-contamination is high, due to its structural limitations, hampering allergen control.

Design/methodology/approach. An assessment was made as to the existence of the mandatory declaration of food allergens in the raw materials used. Structural conditions were also evaluated; hygiene and production processes; employees' knowledge and good practices. Subsequently, air and food preparation surfaces were microbiological evaluated.

Findings. Gluten-containing cereals is the most common allergen (31%). Regarding good practices, raw materials were not properly packaged and arranged by families in 20% of the units. As for training, 28% of the respondents had training in food allergens. In 20% of cutting boards results were unsatisfactory.

Research, Practical & Social implications. This instrument is useful for risk and hazard assessment. Its application will help to rebuild the confidence of consumers who suffer with food allergies.

Originality/value. Specific training for employees that will influence decision-making and correct information to the consumer. This communication is essential to achieve trust, involving human and physical resources, processes that must be developed, practiced and validated, in order to establish high quality and safety standards.

Keywords: Food; Allergies; Good practices; Gluten.



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Room 3.1

Room nº	3.1	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Food (1)	
Chairperson	Carlos Brandão ESHTE, Portugal	
Paper nº	Title	Authors
40	Risk Management in the Production of Traditional Portuguese Culinary Preparations Containing Raw Eggs case study: "Bacalhau à Brás"	Daniel Teixeira, Cátia Morgado, Eduardo Tondo, Manuela Guerra, Carlos Brandão
47	Food sustainability practices in the restoration of the Autonomous Region of Madeira	Bruno Sousa
59	From snacks to meat alternatives: The potential of walnuts for trendy foods	Manuela Guerra , Nelson Félix, Carlos Brandão

Risk Management in the Production of Traditional Portuguese Culinary Preparations Containing Raw Eggs case study: “Bacalhau à Brás”

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Structured Abstract

Purpose. Considering the strong influence that gastronomy has on the Portuguese tourist market compliance with food safety issues, has a positive impact on the consumer and, consequently, in tourism. Thus, it is pertinent to evaluate culinary preparations which, due to their form of preparation, may present a risk to the consumer.

Theoretical framework. Typical of Portuguese cuisine, Bacalhau à Brás (salted cod fish scrambled with eggs and potatoes) is one of the most famous cod dishes. The form of preparation involve risk due to the addition of raw eggs and parsley in the final stage of cooking. This study, made from experimental inoculations of Salmonella, aimed to evaluate reduction of the agent at three different cooking temperatures.

Design/methodology/approach. Bacalhau à Brás was prepared, to which was added a raw egg previously inoculated with Salmonella enteritidis, subsequently cooked at three different temperatures.

Findings. Significant reductions were achieved in samples kept at 70 °C, ensuring a sanitary safe food.

Research, Practical & Social implications. This study demonstrates the applicability of the HACCP principles to simple culinary preparations, in order to obtain a sanitary safe product. Demystifying the idea that its application is only possible in more complex preparations or operations.

Originality/value. Food quality results from organoleptic and sensory quality, and food safety requirements. This study shows that it is possible to implement procedures that



guarantee sanitary safety, without prejudice to the organoleptic and sensory aspects associated with this culinary preparation.

Keywords: Bacalhau à Brás; Salmonella; Cod fish.

References:

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- Paula, C., Tondo, E. (2005). Thermal inactivation of *Salmonella enteritidis* by boiling and frying egg methods. *Journal of Food Safety* 25, 43 – 57.

Food sustainability practices in the restoration of the Autonomous Region of Madeira

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Structured Abstract

Purpose. The aim of this study is to know the practices of sustainable food in the tourist restoration of the Autonomous Region of Madeira.

Theoretical framework. Sustainable practices at the food level, are fundamental and can be one of the determinants of tourism in the present and in the future, namely in tourist regions.

Design/methodology/approach. For this study, it was considered the universe of restaurants existing in the search engine “Tripadvisor Portugal®”, which is widely used by tourists, considering in the research: “Restaurants”, “Madeira” and “Regional gastronomy”.

From the selected restaurants, their responsible were contacted, invited to participate in this study and to fill out a developed survey, which was applied by phone or directly by the Google® Forms platform through a link that was made available to the restaurant manager. The survey was conducted between 1 and 20 of October of 2020.

Findings. Participated 101 restaurants, and 74.3% use seasonal foods almost always or always, 80.2% use local foods almost always or always, 85.1%, readjust meals according to seasonality, 53.5% they use organic food almost always or always, 90.1% provide vegetarian meals, and 93.1% are almost always or always careful to minimize food waste.

Research, Practical & Social implications. The practices of food sustainability found in the tourist restoration are positive, however, it would be very advantageous to improve these practices, thus requiring more awareness and incentive actions directed to this sector.

Originality/value. This study contributed to know the practices of food sustainability in the tourist restoration of this region.

Keywords: Food sustainability; Gastronomy; Madeira; Restoration.

References:

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From snacks to meat alternatives: The potential of walnuts for trendy foods

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Structured Abstract

Purpose. To launch a challenge to students attending the New Food Product Development course of the Master program in Food Quality and Safety in Cookery and Catering held at ESHTe for teams to formulate new snack foods and meat alternative meals on a pilot scale level using walnuts as a starting point to further developments.

Theoretical framework. Recent studies found that snacking is a common side effect of the COVID-19 pandemic and that more families are spending more time together, whether cooking a meal together or having family dinners. Food options and choices are very important as they impact directly in our health even more with the lockdown periods. It's urgent to broaden food offer and this time may accelerate the development of diverse healthy food, based in ingredients with well-known benefits and in line with consumers trends and concerns. Walnuts may be the case, which production has been raising in Portugal for the last years.

Design/methodology/approach. A market study was carried out on existing products on the Portuguese market containing or based on walnuts and was followed by the development of original and creative recipes by two student teams using a design thinking approach. Formulas were judged according to nutritional value; sensory acceptance; food cost and convenience.

Findings. As for the snacks, teams formulated a range of savory versatile profiteroles formulas: depending on the filling they can be targeted to children, consumers with health concerns or those who want a true gourmet experience. Also, they developed a flat bread of walnut designed for commercialization at vending machines, supermarkets, groceries or as finger food for the food service industry (FSI). As meal proposals, developments came up as walnut-based meatballs, and walnut sauces for pasta dishes, easy to prepare at home or at the restaurant and this case, easy to deliver.

Research, Practical & Social implications. Adding convenience to walnuts-based food products or using walnuts as an ingredient for meat alternative meals, can be a good strategy to increase Portuguese production walnuts intake and at the same time to reinforce healthy and sustainable diets as part of a sustainable food production, easy to deliver or to cook by consumers themselves.

Originality/value. Walnuts are an ideal ingredient for food professionals looking to deliver new creative products. Considering the benefits associated with the snacks formulated and all the positive marketing possibilities (health, nutrition, taste; cost; convenience; sustainability) the food industry (including FSI) could exploit these formulas by studying the processing of large scale of these nutritious, savory, and healthy foods.

Keywords: Walnuts; Snacks; Healthy food; Meat alternatives; Design thinking.

References:

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Room 3.2

Room nº	3.2	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Events (1)	
Chairperson	Fernando Perna U. Algarve, Portugal	
Paper nº	Title	Authors
49	Reshaping corporate events throughout a pandemic pattern context	Cláudia Lopes, Susana Filipa Gonçalves
86	Profile and expectations of volunteers in an international sport event held on a tourist destination island	Jorge Soares
53	The touristic recreation in festival tourism: The case study of Andanças festival (Portugal)	Daniela Amorim, José Luis Jimenez-Caballero, Paulo Almeida

Reshaping corporate events throughout a pandemic pattern context

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Structured Abstract

Purpose. The purpose of this paper is to present a professional view on how to immediately adapt and reinvent the corporate events industry to current pandemic challenges, namely by stressing the differences between productions with or without lockdown restrictions.

Theoretical framework. Once the nature of events is to gather people, this industry was one of the most affected by COVID-19 (Madray, 2020). Therefore, is important to deeply study the kind of challenges that have arisen from the limitations imposed within this context, providing “deep insight into the evolution of events” (Getz and Page, 2020, p. 17).

Design/methodology/approach. Based on a constructivist approach, a qualitative study was developed, by the usage of autoethnography as a research method (Méndez, 2013), focused on a professional perception of the phenomenon.

Findings. A wider variety of events as raisin because of this context. Nevertheless, the starting point should, more than ever, be the decision on the audience that will attend the event with a particular focus on locations (on-site, hybrid and virtual). Consequently, events planning, production and post-production processes are now managed in different ways. Considering all the different challenges, several solutions were analysed.

Research, Practical & Social implications. This research methodically organises the variety of disruptive solutions, imposed by COVID-19 that will remain valid in a post-pandemic context, impacting those who plan and manage corporate events.

Originality/value. Therefore, the main contribution is to highlight the urgency of a major review and to broadly rethink the new shape of a market that faces changes almost daily.



Keywords: Reinvent events; Corporate events; Disruptive events; COVID-19.

References:

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Profile and expectations of volunteers in an international sport event held on a tourist destination island

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Structured Abstract

Purpose. To analyze the profile and expectations of volunteers who participated in the IPC Swimming European Championships, in May 2021, held in Madeira Island, Portugal, in organizational functions.

Theoretical framework. The economic and tourism impacts of international sport events have been positively associated with tourist destinations but also social impacts through local community involvement (Bob, & Swart, 2010; Chalip, 2004), including the participation of volunteers (Lachance et. al., 2021; Soares, 2019).

Design/methodology/approach. 124 adults participated in the study, 75 men and 49 women, who volunteered in the organization of the adapted swimming sport event for 7 days. The participation of volunteers in the study was voluntary, anonymous and made through an individual questionnaire based on the expectations evaluation model (Downward & Ralston, 2006): community, personal development, selfishness, esteem, work opportunity, tradition and personal experiences.

Findings. The profile of volunteers indicates: local residents, mostly higher education students (77%), with volunteer experience (60.5%), although only 7 (9.3%) participated in the same event in 2016. Of the 124, only 32 are linked to the swimming activity and of these, only 6 are related to adapted swimming. The volunteers' expectations considered most important were the opportunity to develop personal skills and the possibility of helping others (esteem). As less important, they considered the opportunities to do business and join the event to gain benefits or achieve visibility (selfishness).

Research, Practical & Social implications. The results found suggest a strategy of integration and commitment of the local community in organizing the event in order to develop personal, social and sporting skills in the pre and post event.

Originality/value. The IPC Swimming European Championships can contribute to the development of the personal skills of young volunteers and to the transformation of the local community.



Keywords: Volunteering; Sports Event; Tourist Destination; Social Legacy; Expectations.

References:

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The touristic recreation integrated in festival tourism: The case study of Andanças Festival (Portugal)

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Structured Abstract

Purpose. This study aimed to understand how touristic recreation can be integrated into festival tourism, namely at Andanças festival (Portugal), and how this integration contributes to the satisfaction and loyalty of the participants.

Theoretical framework. Touristic recreation is an area of intervention that has contributed very positively to tourism (Almeida & Araújo, 2017; Amorim, JiménezCaballero, & Almeida, 2019, 2020; Ventosa, 2014), as it promotes an inter and multicultural learning to tourists, through interactive practices with and in the place visited. In touristic recreation, participatory pedagogy is privileged, which enhances the involvement, sharing, (co)existence, discovery and creativity (Lopes, Galinha, & Loureiro, 2010).

Design/methodology/approach. This analysis will be based on the literature review in the touristic recreation field and festival tourism, analyzing the concept of the event selected for the study, as well as the participants' experience satisfaction and loyalty (n=297). In the analysis of these study variables, we used a questionnaire survey, having applied 297 questionnaires to Andanças' participants.

Findings. It was found that most participants are quite satisfied with the cultural offers of the event and intend to participate again and to recommend the festival.

Research, Practical & Social implications. The results obtained contribute to a better understanding of the development of touristic recreation in festival tourism, verifying that the experiences acquired by the participant are very enriching and providing satisfaction and loyalty. The results can also help to boost strategies for new editions or new tourism festivals.

Originality/value. The festival under study can be used as a model, considering that event managers can better understand the importance of participative culture in enriching the experience and satisfaction of the participant, in order to obtain a greater number of loyal participants to the event, who will also be able to recommend it.



Keywords: Touristic recreation; Festival tourism; Participatory methodology; Satisfaction; Loyalty.

References:

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Room 3.3

Room nº	3.3	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Urban / Rural Tourism	
Chairperson	Ana Daniel IP Guarda, Portugal	
Paper nº	Title	Authors
100	Digital storytelling for new markets in the Peru tourist destination	Alexandra Castillo , Cláudia Seabra, Carla Silva

Digital storytelling for new markets in the Peru tourist destination

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Structured Abstract

Purpose. Study the new strategies applied by the tourist destination Peru to the new markets through the analysis of the official websites dedicated to tourism promotion.

Theoretical framework. Currently the act of telling stories, more commonly as Storytelling, has been assumed as a tool that provides tourists to live unique experiences in tourism. The tourism sector, particularly the promoters of tourist destinations, have felt a big pressure in understanding how to create tourist experiences, because these determine the satisfaction, recommendation, and choices of the consumer (Hosany & Gilbert, 2010). Cultural tourists are heterogeneous type of tourists, with diverse personalities and behaviours (Pereira, 2019), which leads to constant reform and change of strategies. Therefore, Peru, developed strategies to promote the economy and tourism, creating reputation and image of the country (Gonzalez, 2018).

Design/methodology/approach. Literature review of concepts and content analysis for the case study.

Findings. Conclude what strategies are created by the official website of Peru and if they use digital storytelling.

Research, Practical & Social implications. The limitations of this research are the difficulty in applying more empirical studies because of the current situation, as well as the distance of the destination chosen for the case study.

Originality/value. Recognition of the official tourism promotion websites as well as their adopted measures for current and future changes. In addition, to contribute as a source of future research for upcoming scientific studies.



Keywords: Digital storytelling; Peru; New markets; Official websites.

References:

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- Pereira, A. (2019). *Storytelling Experiences by Millennial Tourists in UNESCO Heritage Centers* (Tese de Mestrado em Gestão Turística - não editado). Instituto Politécnico de Viseu, Viseu.



Room 3.4

Room nº	3.4	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Consumers	
Chairperson	Paula Loureiro IPCA, Portugal	
Paper nº	Title	Authors
28	A conceptual approach to the tourist value co-creation: Dimensions, antecedents and consequences	Pedro Miguel Carvalho
8	Tourism experiences in low density territories: The case of the historical village of Trancoso	Maria Castanheira, Francisco Silva
75	Tourists' behaviour in a post-pandemic context: The consumption variables - a meta-analysis title	Pedro Vaz Serra, Cláudia Seabra
105	Motivations for traveling in the near future: Generational differences	Ana Machado, Maria de Lurdes Calisto, João Rosário, Nuno Gustavo, Georgette Andraz, Luísa Carvalho

A conceptual approach to the tourist value cocreation: Dimensions antecedents, and consequences

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Structured Abstract

Purpose. This study aims to develop a systematic literature review of customer value co-creation in the tourism industry and propose a conceptual model that aggregates the different views of the scientific community, highlighting the antecedents, outcomes, and manifestations of the tourist value cocreation.

Theoretical framework. This investigation underlies value co-creation theory, as the main theoretical approach. However, other currents of thought were considered, namely Service-dominant logic, Customer-dominant logic, among others.

Design/methodology/approach. To develop this study was adopted a systematic review process guided by the PRISMA statement (Moher et al., 2009). The data collection was carried out through a rigorous search for papers, in Scopus, EBSCO, Web of Science and Science Direct databases.

Findings. The study reveals that the manifestations of tourist value co-creation can be understood, based on 3 fundamental dimensions: (i) Customer posture, (ii) substance of customer relationships; and (iii) Experience atmosphere. On the other hand, it is possible to understand that there are antecedents strictly linked to the customer, social environment, and service provider. Moreover, there are numerous outcomes resulting from the tourist value cocreation.

Research, Practical & Social implications. This research contributes to a more informed explanation to tourist organizations and destination planners, about the importance of tourist involvement in value cocreation.

Originality/value. This study presents a conceptual model that aggregates the different contributions of the scientific community that allows us to understand the essence of the tourist value co-creation and its different dimensions.

Keywords: Value cocreation; Service dominant-logic; Customer cocreation.



References:

Moher D, Liberati A, Tetzlaff J, Altman DG, The PRISMA Group (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. PLoS Med, 6(7): e1000097.
<https://doi.org/10.1371/journal.pmed.1000097>

Tourism experiences in low-density territories: The case of the historical village of Trancoso

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Structured Abstract

Purpose. The main purpose of this study is to analyse the importance of investment in tourism experiences at the Portuguese historical village of Trancoso.

Theoretical framework. In a context of high competitiveness between destinations, the promotion of tourism based on authenticity, uniqueness, and enhancement of the tourist experience has been considered an approach that can play a relevant role in the development of low-density peripheral territories.

Design/methodology/approach. The methodology includes the application of questionnaires which were applied to Trancoso visitors and interviews with three groups of stakeholders: researchers and specialists, local community, and responsible for territory management.

Findings. The results show that the availability of specific tourism experiences products is low in the studied destination. However, these products were found to be considered strategic by visitors and stakeholders. The main contributions from this study are the need to increase in diversification and differentiation of products, using endogenous resources, and engaging the local community. This strategy has the potential for providing a more authentic and fulfilling tourism experience to visitors while contributing to the economic and social conditions of the community as a whole.

Research, Practical & Social implications. The investment in tourism experiences can be an adequate strategy for the development of low-density territories.

Originality/value. A case study on a very current theme that crosses the development of low-density regions with tourist potential and the enhancement of visitor experiences.

Keywords: Tourism experiences; Low-density territories; Sustainability; Tourism planning; Village of Trancoso.



References:

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Tourists' behaviour in a post-pandemic context: The consumption variables – a meta-analysis

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Structured Abstract

Purpose. To obtain a more detailed knowledge of the demand characterization, and a relevant information base for offer structuring, in a context where the prevailing opinion among specialists is that Tourism will only reach pre-Covid levels between 2023 and 2024.

Theoretical framework. This pandemic is more intense and conducive to structural changes. In this context, tourists' perceptions affect their behaviour and decisions, with adverse results in Tourism consumption.

Design/methodology/approach. Through the systematic review of the literature, through the meta-analysis of studies carried out in 2020 and 2021, emphasizing the conclusions obtained, the dynamics of their comparison, and their potential impact.

Findings. i) The existence of adequate infrastructure, and compliance with hygiene, health, and safety protocols, as priority factors; ii) flexible and transparent reservation, cancellation, and refund policies, as highly valued; iii) the openness to change the destination, experience, and accommodation, prevail; iv) destinations with lower demand, and outdoor activities, more in rural than urban areas, as privileged options; v) the procedures dematerialization, using technology, as a requirement; vi) the vaccination process, as very important for recovery.

Research, Practical & Social implications. The need to readjust models, methods, and processes, as well as to reconfigure means and interactions, in order to add value in the design of instruments, in the implementation of solutions and, in the management of expectations.

Originality/value. A new paradigm may be emerging, with repercussions in the demand configuration and in the offer structuring.

Keywords: Post-COVID-19; Tourist Behaviour; Consumption Variables; Tourism Trends.

References:

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Motivations for traveling in the near future: Generational differences

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Structured Abstract

Purpose. COVID-19 pandemic affected consumers, namely their motivations and preferences to travel. Today, we are witnessing a new, unique, and simultaneous multigenerational coexistence ("Baby Boomers", Generation X, "Millennials", Generation Z, challenging inevitably the processes of decision and consumption, particularly of a touristic nature. This study takes a demand-side perspective to examine Portuguese citizens' readiness and motivations to travel in the post-pandemic period taking into account the cohort effect by comparing the four generations.

Theoretical framework

As lockdowns are ending around the world and countries are slowly reopening borders, there is a lot of uncertainty about how and when things will be back to normal. Although every business is at risk tourism and hospitality are the first ones to get affected and probably the last ones to recover (Ulak, 2020; Wachyuni & Kusumaningrum, 2020). Apart from other factors, the still ongoing social distancing and crowd prevention after the Covid pandemic peak are expected to significantly reduce tourism demand in the medium term. According to previous studies in tourism and psychology research, after disease outbreaks, people are more likely to avoid traveling if they perceive their well-being to be threatened. (Chien *et al.*, 2017). Furthermore, factors to travel change over time according to changes in the family, economy, interests, health, and experience (Mahika, 2011). The COVID-19 pandemic has considerably challenged the confidence, perception, and people's motivations (Susan & Jasmine, 2020) and so it is expected that tourists' motivations change post-COVID.

On the other hand, studies grounded in the positive psychology literature and tourism research provide evidence that taking a leisure trip can help people overcome stressful situations and bad events. (Chen et al., 2016; Etzion, 2003). Due to some bad lockdown consequences like depression, anxiety, and stress in the population, the pandemic may have increased individuals' need to escape and relax.

The willingness and motivations to travel in the aftermath of the lockdowns and social restrictions can best be understood through generational analysis as evidence from social science and tourism research call for a deeper understanding of each generational cohort and its impact on the industry (Bowen & Chen McCain, 2015).

Design/methodology/approach. A quantitative approach was adopted based on a survey built on validated measures.

Findings. Generation X, Y, Z are very similar regarding the guiding principles of life in contrast with Baby Boomers that presents an inversion in the order of importance of these guiding values. As for the intention to travel in the next 12 months, all generations demonstrate a high propensity for traveling shortly indicating the same motivations.

Research, Practical & Social implications. Besides the theoretical implications, results could help tourism suppliers in developing differentiated marketing strategies to attract tourists of all generations.

Originality/value. Demand-side studies on the current pandemic effects remain scarce. Additionally, differences between generations are analysed in contrast to most studies that only focus on one generation.

Keywords: Generation; Post-COVID-19; Travel behaviour; Travel motivation.

References:

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Room 3.5

Room nº	3.5	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism Planning	
Chairperson	Maria Gorete Dinis IP Portalegre, Portugal	
Paper nº	Title	Authors
14	Territorial brand as strategy in competitiveness between tourist destinations	Giovana Goretti F. Almeida, Paulo Almeida
42	Requalification of public spaces and tourism development: The case of Vizela - Northern Portugal	Jorge Coelho, Filipe Costa
66	The Marian paths of Portugal and local development	João Caldeira Heitor, Eunice Duarte
84	Tourism in border territories and the challenges between cooperation and resilience. Approach to the border between central Portugal and Spain	Gonçalo Fernandes

Territorial brand as strategy in competitiveness between tourist destinations

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Structured Abstract

Purpose. The destination image is a theme still little explored in tourism literature. For its promotion one of the strategies adopted is the creation of a territorial brand.

Theoretical framework. The theoretical basis is part of the concept of territorial brand in regional development, aiming to understand how the territorial brand has been used in the competitiveness between tourist destinations.

Design/methodology/approach. This is a theoretical essay with an exploratory descriptive approach in which data collection occurred from the evolution of the concepts of territorial brand and destination image.

Findings. The study identified that the territorial brand has a strong relationship with economic development, as well as the image of a destination. However, other relationships are present and go unnoticed. The look of the territorial brand in regional development operates in different contexts and situations, allowing to be directed to tourism. It is emphasized that the evolution of the concept of territorial brand, to that of territorial brand in regional development, is part of transversal, multi and interdisciplinary views, considering the plurality of the territory.

Research, Practical & Social implications. The study is centred on existing publications and thus limited to their results. It directly provides a set of concepts that can help define strategies for analyzing a territorial brand in building the image of a destination. Socially and economically the brand of a destination leverages a set of impacts with influence on the territories, communities, and projected image of that destination.

Originality/value. The research is original in that it analyzes, as a background, dependence, co dependence, or its absence, among the constructs investigated. For the advancement of science, the study may indicate future directions for research in the post Covid-19 era in which territories will have to reinvent themselves socially and turistically.

Keywords: Territorial brand; Destination image; Competitiveness; Territorial development; Tourism.



References:

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Requalification of public spaces and tourism development: The case of Vizela – Northern Portugal

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Structured Abstract

Purpose. Based on the assumption that intervening in the physical space, public or private, has a bigger purpose than a simple formalization, was developed a research centred on the requalification of the city centre of Vizela, in Northern Portugal. The main purpose was to assess how architectural projects and interventions enhance a better quality of life for the resident population and a better experience for visitors and tourists.

Theoretical framework. Themes that interconnect around the concepts of space, place, identity, architecture, tourism and development were analyzed in order to support the research.

Design/methodology/approach. For this study was chosen the deductive method, regarding that deduction goes from general to particular knowledge, aiming to clarify the content of formulated assumptions. A case study was carried out.

Findings. Regarding that the architectural project for the requalification of Vizela city centre was developed with the purpose of enhancing the immateriality associated to the essence of the city and its people, as well as recovering the physical and sensory balance of spaces, were analyzed the results, to conclude that the implemented interventions are complying with the established purposes. It was also possible to conclude that the political decisions by the municipal Executive body, which made it possible to materialize the investment and implement the requalification, were courageous given the pandemic context.

Research, Practical & Social implications. A new study will be helpful, in the future, to analyze the opinions of those whose needs involve using and/or enjoying the spaces mentioned, that is, of residents, local traders, visitors and tourists.

Originality/value. The originality of this study resides in the fact that it addresses an absolutely specific context, namely related to the city of Vizela, which has never been carried out in the present terms before. This, given that the interventions carried out in the center of that city are of an innovative character in that territorial space and therefore, in a



way, constitutes an interesting contribution to what is understood as the study of tourist development in small towns.

Keywords: Tourism; Architecture; Spaces; Development.

References:

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The Marian paths of Portugal and local development

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Structured Abstract

Purpose. The purpose of this study is to analyze the contribution of the Marian paths to the development of the sites.

Theoretical framework. Empirical study.

Design/methodology/approach. Using the Science Direct, Emerald, Google Scholar and, Web of Science databases, to search empirical evidence (2015-2021) about pilgrimage paths and local development.

Findings. This article concludes that there is no management model implemented in the Portuguese Marian ways. Efforts are being made to try to implement a strategy for their development, requalification and promotion aimed at the development of transit locations.

Research, Practical & Social implications. The main limitation of the study was the impossibility of applying questionnaire surveys to local agents due to Covid-19.

Originality/value. The originality of the research lies in the fact that there are still no studies on the subject. Especially due to the lack of a management model for the Marian paths.

Keywords: Local Development; Management Models; Marian Paths; Religious tourism; Portugal.

References:

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Tourism in border territories and the challenges between cooperation and resilience. Approach to the border between Central Portugal and Spain

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Structured Abstract

Purpose. The heritage of central Portugal with Spain, associated with its history, cultural diversity and natural resources generate relevance and international recognition. They constitute arguments for the construction of a growing tourist function in these territories and foster attractiveness and entrepreneurship.

Theoretical framework. The expansion of tourism stimulates the economy, preserving values and identities and generating new uses and functions. Furthermore, it promotes the consolidation of relations between communities and their mobility along the border.

Design/methodology/approach. To study the evolution of the border and its tourist meaning, based on the community programmes, the developed projects and the relationships developed between its communities.

Findings. The border, due to the resources it holds and its cultural hybridity, generates in itself attractions which gain tourist and recreational significance, promoting economic and social opportunities for local communities.

Research, Practical & Social implications. This study seeks to reflect on the meaning of the border, considering the dynamics of formal and informal relationships around this line of territorial specificity. The border is framed as a political/administrative element, as a space of contact of cultures and geographies, as a line of separation and permeability.

Originality/value. There is a growing significance of tourism and leisure activities, due to the increase in mobility, cooperation and the dissemination of border resources and heritage. The relations between communities and their resilience in the face of the forms of cooperation and the valorisation of heritage as a functional strengthening of the border.

Keywords: Borders; Heritage; Tourism; Cooperation; Resilience.

References:

- Calderón, F. J. (2015). Reviewing the Spanish-Portuguese border: Conflict, interaction and cross-border cooperation. *Estudios Fronterizos, nueva época*, v. 16, n. 31, enerojunio.
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Room 3.6

Room nº	3.6	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality (2)	
Chairperson	Sandra Filipe U Aveiro, Portugal	
Paper nº	Title	Authors
111	The evolution of hotel employees' profile - the point of view of the employer	Lia Rosa , Maria de Lurdes Calisto
113	Outsourcing and Performance of 4 and 5 star hotels in the Autonomous Region of Madeira	João Ferreira , Sandra Rebelo
60	Affirmation and development of luxury hospitality in Cascais	Laura Cruz

The evolution of hotel employees' profile - the point of view of the employer

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Structured Abstract

Purpose. Hospitality is one of the most significant tourism sectors, representing one of the major sources of employment in Portugal. However, the sector is characterised by uncertainty, and companies should prepare employees to meet the future needs of the industry. This investigation aims to study how the hotel employee's profile has been evolving.

Theoretical framework. The theoretical underpinnings of the study may be placed under the human capital theory, stressing the strategic role of employees' competencies/skills.

Design/methodology/approach. Data refers to job advertisements from hotel companies, directed at undergraduate students of a tourism and hospitality higher institute, between 2010 and 2018. Data analysis was mainly qualitative.

Findings. Results suggest that hotel companies are increasingly demanding more competencies, technical (hard skills) and social competencies (soft skills). The jobs with more offers are receptionists, waiters and cooks. The competencies demanded by hotel companies and how they evolved are very specific to each job. However, there is a growing trend for a degree request, mainly for receptionists.

Research, Practical & Social implications. Future studies should analyse the problem using a larger sample and include job offers from other schools and job platforms. There are practical implications for higher education institutes, namely regarding the importance of soft skills for their students' employability.

Originality/value. The study's main value regards its longitudinal approach, exploring how hotel companies' demands, in terms of competence, evolve.

Keywords: Hospitality; Human resources; Human resources management; Skills.



References:

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Outsourcing and performance in 4- and 5-star hotels of the Autonomous Region of Madeira

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Structured Abstract

Purpose. This study aims to analyze the effect of outsourcing on the performance of 4- and 5-star hotels in Madeira Island.

Theoretical framework. The effect of outsourcing on performance is based on the theories of transaction costs, agency, contingency, and resource-based approach.

Design/methodology/approach. The study is based on financial and non-financial information collected from 4- and 5-star hotels in Madeira Island, through an online questionnaire, concerning the year 2019. The data analysis is carried out through a two-stage model: in a first stage, DEA efficiency indexes are calculated, to evaluate the performance level of the target hotels and, subsequently, in a second stage, is analyzed the effect of outsourcing and other business characteristics on performance, using fractional regression models.

Findings. The study reveals the main dynamics in the use of outsourcing by 4- and 5-star hotels in Madeira Island and shows the influence of outsourcing on the performance of the target hotels.

Research, Practical & Social implications. The study identifies policies and strategies that may allow the improvement of the performance of the target hotels.

Originality/value. For the country and for the companies it is important to know performance drivers. As far as we know, there is no study on this subject applied to the Portuguese hotel industry.

Keywords: Outsourcing; Performance; DEA; Hotels; Autonomous Region of Madeira.



References:

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Affirmation and development of luxury hospitality in Cascais

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Structured Abstract

Purpose. The objective of the research is to analyze the current strategy of the luxury hotel offer in the territory of Cascais to recover and sustain the image of the destination, realizing its viability and implications.

Theoretical framework. In this context and considering the strategic goal of the destination to intensify quality tourism, especially the hotel dimension, it is relevant to investigate the recovery process and the image sustain of the luxury hospitality offer in Cascais considering the pandemic context and the high reputation of the destination. It was also intended to study the dynamics and trends of luxury hotels, to characterize the luxury tourist and to understand the strategies and paradigms of growth during and after COVID-19.

Design/methodology/approach. Based on a qualitative methodology, five interviews were conducted with specialists in the field of tourism and hospitality, in the year of 2021.

Findings. As significant results, it is demonstrated that the hotel's strategies are based mainly on in the quality of service provided and in the value proposition delivered to the client, through qualified labor, training, well-defined procedures and the diversification of experiences. In a post-pandemic phase, those that are unable to adapt to new trends such as digital marketing and sustainability, may have to renew their concept and how they operate and communicate.

Research, Practical & Social implications. In a superficial way, this study analysis and characterizes the new reality of hospitality recovering, with emphasis on the luxury segment, and in a particular village.

Originality/value. It provides insights to redefine the value proposition and the development of luxury hospitality.

Keywords: Cascais; COVID-19; Luxury hospitality; Tourism; Destination image.



References:

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Room 3.7

Room nº	3.7	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Technology (2)	
Chairperson	Pedro Anunciação IP Setúbal, Portugal	
Paper nº	Title	Authors
62	Gamification applied to the training of tourism professionals – Madeira Specialist	Pedro Moita , Paula Rama da Silva
108	Accessible tourism and eTourism: a preliminary approach in CBR's	Cátia Macedo , Trinidad Domínguez, Bruno Sousa
115	The electronic word-of-mouth on digital platforms: The case of Torre de Palma Wine Hotel	Rita Caldeira , Jaime Serra



Gamification applied to the training of tourism professionals - Madeira specialist

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Structured Abstract

Purpose. The main purpose of this project, developed by ESHTe, APAVT and APMadeira, is the implementation and dissemination of a Gamification Strategy to train tourism professionals.

Madeira Specialist's main goal is to provide travel agents and tourism professionals with knowledge and skills on working, or commercializing, the Madeira Tourism Destination.

This first formative program, phase I, started 10 years ago having obtained very good results. As a consequence, APMadeira wanted to relaunch the program. Madeira Specialist II, is the new version of this e-learning program now updated and based on a new e-learning strategy.

Theoretical framework. The E-learning potential of multimedia tools to better prepare and train the tourism professional.

Design/methodology/approach. The project covers the entire process of creating, producing and integrating formative contents in a gamifying distribution platform which integrates a panoply of multimedia languages combined with a set of recreational activities, using an exploratory and participatory learning methodology, which guarantees an effective participation of users in the construction of knowledge.

Through the interaction with the contents, the trainees acquire knowledge and skills in the excellence of products and services of the Madeira destination, to achieve recognition as a "Madeira Specialist".

Findings. After a few months of training the results exceeded our highest expectations. The travel agents' response to the project has been very positive and more than 1000 tourism professionals are being trained.

Compared to phase one (without gamification), it is possible to conclude that this new strategy, training like a game, is stimulating trainees along the course/game engaging them to fulfill the formative plan thus preparing better professionals.



Research, Practical & Social implications. Aware of the constraints of distance learning, the asynchronous e-learning methodology could be an excellent solution to train these active professionals scattered across the country, by learning when and where possible.

Originality/value. This project combines gamification with a set of conceptual tools and skills for tourism professionals motivating the sale of a destination whilst promoting it.

Keywords: Madeira; Tourism; E-learning; Gamification; Training.

References:

- Dichev, C., & Dichev, D. (2017). Gamifying education: What is known, what is believed and what remains uncertain: A critical review. *International Journal of Educational Technology in Higher Education*, 14 (9), 1–36.
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Accessible tourism and eTourism: A preliminary approach in CBR's

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Structured Abstract

Purpose. To understand the relationship between accessible tourism and eTourism in the specific context of cross-border tourism, CBR (e.g. Euroregion of Northern Portugal and Galicia). The objective is to try to know the real situation of the accessibility to the offer of tourism websites in this area doing an analysis of the accessibility of the website based on the WCAG principles.

Theoretical framework. The use of digital tools in tourism and, more specifically, in tourism targeted at people with special needs is of utmost importance, in order to inform consumers of accessible tourism accessible to all. For this reason, it is very important determinate the main variables of accessibility of websites to improve the offer of accessible tourism online.

Design/methodology/approach. Qualitative approach, with semi-structured interviews with hotel directors, development of a focus group with consumers with special needs on both sides of the cross-border region and use from automated assessment tools to WCAG principles and guidelines.

Findings. The study's contribution also results from the perspective of various agents involved in the Euroregion of Northern Portugal and Galicia, contributing to scientific advancement, stablishing the strengths and weaknesses about the web accessibility. This will facilitate the ability to contrast the results with similar studies and thus determine if there are common patterns to provide an indicator of inclusive organizational practice for online accessibility.

Research, Practical & Social implications. The disclosure of accessibility conditions in tourism supply encourages the demand for destinations. This preliminary study is a contribution to the development of knowledge in special interest tourism and new trends in tourism.

Originality/value. The way in which associations use them as digital platforms, and more specifically hotel groups / management entities, demonstrate that they do not comply with the WCAG accessibility guidelines, having a long way to go before it is possible to affirm universal access tourism (in specific CBR's contexts, e.g. Euroregion of Northern Portugal and Galicia).

Keywords: Accessible tourism; Web design; eTourism; Cross-border regions; Motivations.

References:

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The electronic word-of-mouth on digital platforms: The case of Torre de Palma Wine Hotel

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Structured Abstract

Purpose. To understand the importance and influence that the management of the rural hotel attributes to the reviews generated by users of digital platforms.

Theoretical framework. Consumers tend to strengthen the use of electronic word of mouth in order to recommend (or not) a certain place to stay. Tourists search information process on websites is transformed on consumer generated content (CGC) (Ferst et al., 2020), consequently consumers' recommendation behavior tends to influence strategic options of hotel managers.

Design/methodology/approach. A case study was designed based on a content analysis of 703 comments from clients of an Alentejo Rural Hotel, extracted from Booking and TripAdvisor, between 2014-19. A semi structured interview was conducted and applied to the manager.

Findings. The CGC results evidenced an increase pattern of positive comments. The most positive were environment and atmosphere, decoration and architecture, satisfaction and loyalty, services of wine tourism, and staff.

Research, Practical & Social implications. The speed of eWOM requires a careful and permanent work of survey and analysis of the records made on digital platforms, since a negative reference strongly influences the decision making of potential customers and the positioning of hotel managers.

Originality/value. The enlarge vision of the comments, the knowledge of the guests' preferences and the fast and reasoned intervention by the management.

Keywords: Rural hotel; Electronic word-of-mouth; Consumer generated content.

References:

Ferst, M., Anjos, S., Coutinho, H., & Flores, L. (2020). Electronic Word of Mouth (e-WOM) e escolha do destino turístico por pessoa com deficiência ou mobilidade reduzida (PcDMr). *PODIUM Sport, Leisure and Tourism Review*, 9(3), 435-461.

Funding: This research is funded with a grant from the FCT—National Funding Agency for Science, Research and Technology under the project—UIDB/00057/2020—CIDEHUS.



Room 3.8

Room nº	3.8	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	English	
Subject	Hospitality / Technology	
Chairperson	Carlos Siu Lam MPI, Macao China	
Paper nº	Title	Authors
132	Tripadvisor reviews: Users' multiple posts may be tampering with your online reviews research results	Marisol B. Correia, Filipa Perdigão Ribeiro, Nuno António
70	Hotels' adequacy in facilities and services for guests with special needs: The cases of Portugal and Cyprus	Sotiroula Liasidou, Jorge Umbelino, Cláudia Viegas
153	A research to determine the smart destination selection process of millennial (y-generation) tourists	Metin Surme, Ercan Ince

Tripadvisor reviews: Users' multiple posts may be tampering with your online reviews research results

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Structured Abstract

Purpose. Online reviews are one of the most common data sources employed in tourism, travel, and hospitality, electronic Word-of-Mouth (eWom) and User Generated Content (UGC) research. One of the more popular review sources is TripAdvisor. However, most studies do not recognize the limitation caused by many users posting multiple reviews for the same place, some of which are duplicate reviews. This limitation can bias research results.

Theoretical framework. In probability theory, statistical independence implies that one event does not affect the probability of other event, meaning that one event should not change the belief on another event. Duplicate observations (additional instances of one same observation) or “near duplicates” (observations that share a high number of features with other observations) are a problem in social science studies, because they violate the requirement of statistical independence between observations.

Design/methodology/approach. From the analysis of TripAdvisor reviews, collected in three languages (English, Portuguese and Spanish), from twenty attractions in two UNESCO heritage listed cities, we show examples of this multiple/duplicate review publication.

Findings. This research shows that the intentional or unintentional publication of multiple reviews, by the same user for the same attraction, is not uncommon. Even though TripAdvisor clearly and publicly advises users against posting more than one review for the same attraction within less than a 90-day interval, this study demonstrates that TripAdvisor’s guidelines are not being adequately enforced.

Research, Practical & Social implications. We hypothesize on the different types of reasons that seem to be behind these users’ behavior. We also present suggestions on

what researchers who rely on TripAdvisor data should do to avoid multiple posts/duplicate reviews from influencing their results.

Originality/Value. We hope this work will contribute to raise awareness regarding samples with duplicate/near-duplicate reviews.

Keywords. Bias; Duplicate observations; Electronic Word-of-Mouth (eWom); Online travel reviews; User Generated Content (UGC).

References:

- Chen, Y.-F., & Law, R. (2016). A review of research on electronic word-of-mouth in hospitality and tourism management. *International Journal of Hospitality & Tourism Administration*, 17(4), 347–372. <https://doi.org/10.1080/15256480.2016.1226150>
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Hotels' adequacy in facilities and services for guests with special needs: The cases of Portugal and Cyprus

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Structured Abstract

Purpose. This study aims to assess and compare the cases of Cyprus and Portugal – countries that are highly dependent on the tourism industry – and to identify whether their hotels have the necessary facilities and employees are well equipped to support guests with special needs (hereinafter GwSN).

Theoretical framework. Disability theory is rather limited in the tourism concept, even if great improvements have been made in the industry to include and satisfy the demands of impaired or disabled travellers.

Design/methodology/approach. The study uses a questionnaire for the collection of primary data by targeting upper-class accommodation establishments both in Cyprus and Portugal. Spearman correlations were used to identify association between variables.

Findings. The results reveal that both Portuguese and Cypriot hotels regard their facilities as adequate for people with physical disabilities but exclude guests with other types of disabilities. Furthermore, employees are not well prepared to provide services to this cohort of the market. This failure to develop the necessary structures has implications for these countries' competitiveness in terms of becoming accessible and disabled-friendly destinations.

Research, Practical & Social implications. This study complements the existing literature on disability and tourism by highlighting the implications on the industry. This study has also managerial implications, in terms of how tourism practitioners and especially employees firstly to understand the needs and secondly to provide services for GwSN.

Originality/value. The study adds on the literature with an original value by considering Cyprus and Portugal hotels in relation to the services provided to GwSN.



Keywords: Guests with special needs; Customer service; Hotel industry.

References:

- Caro, S. N., Waal, A. & Buhalis, D. 2012. 'Special needs customer care training for tourism'. In D. Buhalis, S. Darcy & I. Ambrose (Eds.), *Best practice in accessible tourism: Inclusion, disability, ageing population and tourism*. Bristol: Channel View, pp. 365–375
- Huber, D., Milne, S. & Fyde, K. 2018. Constraints and facilitators for senior tourism. *Tourism Management Perspectives*, 27, pp. 55–67
- Koo Lee, B., Agarwal, S. & Kim, H. 2012. Influences of travel constraints on the people with disabilities' intention to travel: An application of Seligman's helplessness theory. *Tourism Management*, 33 (3), pp. 569–579
- Shaw, G. & Coles, T. 2004. Disability, holiday making and the tourism industry in the UK: a preliminary survey. *Tourism Management*, 25, pp. 397–403

A research to determine the smart destination selection process of millennial (y-generation) tourists

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Structured Abstract

Purpose. The aim of the study is to reveal the smart destination selection process of Y generation tourists.

Theoretical framework. In the destination selection processes of the tourists; social, cultural, demographic and economic factors are determinative. However, smart products and applications that entered the lives of consumers in the 1990s have affected the purchasing processes of tourists as much as other factors (Unal ve Bayar, 2020). In other words, the rapid development of information communication technologies and their adoption in the context of travel and tourism has significantly affected the functioning of the industry and the attitudes and behaviors of tourists. In the age of pre-internet travelers and current smart technologies, the demands of many tourists are differentiated (Ghaderi, Hatamifar & Henderson, 2018). When the literature on the subject was examined, explained that smart tourism technologies create memorable tourism experiences and tourist happiness (Lee, Lee, Chung, & Koo, 2018; Jeong & Shin, 2020). There are very few studies to determine the smart destination selection process of tourists (Ghaderi, Hatamifar & Henderson, 2018; Ünal & Bayar, 2020).

Design/methodology/approach. In the study, a questionnaire developed by Ghaderi, Hatamifar & Henderson, (2018) and also adapted into Turkish by Ünal and Bayar (2020) was used.

In this context, data were collected from 228 Millennial tourists in Turkey. Due to the pandemic, the data were not collected face to face, they were collected in digital environment by easy sampling method. Support was received from 3 students to collect the data. These students reached out to the participants via social media and made sure that the questionnaires were filled out.

Findings. As a result of the research, it was seen that the attitude towards smart products significantly affected the travel intention. At the same time, another remarkable result of

the research is that behavior related to smart products significantly affects travel intention.

Research, Practical & Social implications. It offered important gains to tourism managers in the smart destination selection process of the generation Y.

Originality/Value. Generation Y provides empirical evidence to understand the importance of smart tourism technologies to understand tourism demand. It gave an idea to marketing managers and researchers to understand the demands of today's Generation Y tourists and future Generation Z tourists.

Keywords. Destination selection; Smart destination; Tourist; Technology; Generation Y.

References:

- Ghaderi, Z., Hatamifar, P., & Henderson, J. C. (2018). Destination selection by smart tourists: The case of Isfahan, Iran. *Asia Pacific Journal of Tourism Research*, 23(4), 385-394.
- Jeong, M., & Shin, H. H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions. *Journal of Travel Research*, 59(8), 1464-1477.
- Lee, H., Lee, J., Chung, N., & Koo, C. (2018). Tourists' happiness: are there smart tourism technology effects?. *Asia Pacific Journal of Tourism Research*, 23(5), 486-501.
- Ünal, A., & Bayar, S. B. (2020). Destination choice process of tourists using smart applications and products: the case of Istanbul. *The Journal of International Social Research*, 13(70), 1066-1075.



Room 3.9

Room nº	3.9	
Day/hour	October 29th 11.30 a.m. (GMT+1)	
Language	English	
Subject	Economy of Tourism	
Chairperson	Luís Lima Santos IP Leiria, Portugal	
Paper nº	Title	Authors
17	DSGE models as a tool for quantifying the economic impacts of tourism	Ana León-Gómez , Sergio M. Fernández-Miguélez, Manuel Ángel Fernández-Gámez
125	Revenge travel: A re-vitaliser for the travel and tourism sector	Suzanee Malhotra
137	The economic impacts of tourism in the equatorials countries	Aneta Teperek , Luís Lima Santos

DSGE models as a tool for quantifying the economic impacts of tourism

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Structured Abstract

Purpose. The purpose of this study is to solve the measurement and estimation problems of Dynamic Stochastic General Equilibrium (DSGE) macroeconomic models applied to the tourism.

Theoretical framework. Nowadays, there is a need to establish a procedure for measuring the level of tourism impact on economic growth (Liu & Wu, 2019). To this end, previous studies have used DSGE models (Zhang & Yang, 2018), often developed by Monte Carlo method (Farkas & Tatar, 2020), which generates multiple data problems (Ditzen & Gundlach, 2016).

Design/methodology/approach. We evaluate the estimation of economic growth regressions of the Solow model based on the Stochastic Simulation Algorithm formulated according to the Next Reaction method.

Findings. Our results improve the accuracy levels of the DSGE models applied to the tourism as they achieve faster convergence of the coefficients of the variables, thus reducing possible measurement errors and the level of deviations.

Research, Practical & Social implications. Our findings have important practical and social implications for the economic contribution of tourism. The improved accuracy of the DSGE model developed allows for optimal decision making.

Originality/value. This study contributes to the literature on DSGE models by providing more robust results that allow predictions to be made with a lower level of error and bias, which is of vital importance for public institutions and other stakeholders in macroeconomic and tourism analysis.

Keywords: DSGE Model Estimation; Economics Tourism Impact; Monte Carlo Method; Stochastic Simulation Algorithm; Next Reaction Method.

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Revenge travel: A re-vitaliser for the travel and tourism sector

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Structured Abstract

Purpose. The upcoming concept of revenge travel has brought in a new hope for tourism sector hit hardest by COVID-19. This paper tries to explore about this upcoming concept of revenge travel and what features characterize it.

Theoretical framework. Revenge travel, first experienced in China post lifting of travel bans (Loh, Stephenson & Nezakati, 2021) and often described 'compensatory' in nature (Zhang et al., 2021) has the potential to boost the travel demand post easing of the virus fears, owed to the boredom that the people experienced staying put at their homes for long (Abdullah, 2021).

Design/methodology/approach. Using qualitative study approach, the present study tries to bring out the important reasons behind this concept by exploring the respondents' interviews using content analysis.

Findings. Need to de-stress, wander-lust, for mere enjoyment and to take benefit of bargain deals were discovered as the key reasons for undertaking revenge travel from the qualitative analysis.

Research, Practical & Social implications. This paper can provide a theoretical base for development of an empirical scale for this upcoming concept, to yield practical outcomes further. However, this study has been conducted from an Indian perspective only which is a limitation of this study.

Originality/Value. This paper forms one of the initial studies that has tried to explore the factors behind the upcoming concept of revenge travel.

Keywords: Bargain deals; COVID virus pandemic; De-stressing; Revenge travel; Wander-lust.



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The economic impacts of tourism in the equatorial countries

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Structured Abstract

Purpose. This paper is an attempt to investigate the economic impacts of tourism in the countries through which the parallel of the equator runs.

Theoretical framework. The progressive globalization accompanied by the flows of people and capital, civilization progress with increasing level of states' wealth as well as the development of transport, enabling faster, safer and cheaper travel. Over the past decades there was an increase in international tourist traffic, which led to dynamic development of tourism sector, to such a scale that tourism became a common phenomenon and mass movement and at the same time a major contributing driver of economy in many parts of the world.

Design/methodology/approach. The following methodology consists in analytical – descriptive methods, comparative methods and deductive and inductive methods.

Findings. It is expected to conclude on positive and negative economic impacts of tourism. On the benefit side there are among others positively contributing to the balance of payment, inflowing foreign currency, creating an employment opportunity and stimulating enterprise. On the adverse economic effects there are leakage, seasonal unemployment, increased living cost, degenerating effect in the culture of the inhabitants.

Research, Practical & Social implications. In terms of research the results fill a gap in the literature related equatorial countries. The results of the study could be used by decision-makers. Social impacts are related to learning about the impacts of tourism in different cultures.

Originality/Value. The originality of the study lies in the fact that there are no studies on the impact of tourism in equatorial countries. The research is useful for the leaders of these countries, politicians and decision-makers. The contributions of the study may be useful for investors, coming from more developed countries, who consider and/or plan to invest in the tourism infrastructure of Ecuadorian countries with an undeveloped tourism sector.





Keywords. Economic Impact; Tourism Development; Equatorial Countries.

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Room 4.1

Room nº	4.1	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Food (2)	
Chairperson	Manuela Guerra ESHTe, Portugal	
Paper nº	Title	Authors
5	Reinventing Entrepreneurship Education Programmes During Challenging Times: The case of the Tourism Creative Factory Food Edition	Francisco Banha , Andre Rui Graca, Francisco Miguel Banha
15	Attributes for the responsible consumer: Food, healthy service and entertainment	Dolores Gallardo Vázquez
141	Vegetarianism and Veganism as a hotel product: Implications in service and meal preparation	Sofia Guerra , Maria Pires

Reinventing entrepreneurship education programmes during Challenging times: The case of the tourism creative factory food edition

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Structured Abstract

Purpose. Presentation and analysis of the specific case study of the Tourism Creative Factory (an entrepreneurship education programme) and the results of its 2020-2021 edition, through the prism of hospitality studies, will not only provide an account of how the tourism sector may proceed to damage control and start to prepare its recovery and pave the way for the post-pandemic world, but also how entrepreneurship education has responded to the challenges posed by covid-19. Indeed, covid-19 has brought disruption to many industries. Arguably, tourism has been one of the most affected. Considering the need to adapt and be resilient, this paper intends to detail, analyse, and provide insight into how the Tourism Creative Factory (TCF) education for entrepreneurship programme has changed to deal with the pandemic reality and prepare entrepreneurs to tackle present and future challenges. Since 2016, the TCF has been an ideation programme promoted by Turismo de Portugal. In 2020-2021 it had to reinvent itself. The TCF “food edition”, focused on ways to find solutions and business models that redefine the gastronomic experience and still be viable in uncertain times.

Theoretical framework. Case study analysis, resorting to the perspective of hospitality studies and management.

Design/methodology/approach. In this essay we have blended a theoretical approach with historiography and case study analysis (which, in turn, includes some data collection)

Findings. The TCF programme choose to focus on the specific topic of gastronomy. This way it guaranteed that in a time when the hospitality industry is at stake, entrepreneurs can still see a silver lining in the F&B sector. Moreover, there was a coincidence between the premises of the TCF food edition and the proposals put forward by its participants, and the identified trends in the F&B business.

Ultimately, this case-study and our enquiry suggest that EE is as relevant (if not more) during times of crisis as in less turbulent moments. Like other sectors of education, EE courses and programmes must adapt its methods, but stay as true as possible to their goals and nature. We have also concluded that even though the TCF focused on a specific topic – rather than covering a large spectrum within the hospitality industry, as it used to – that did not directly compromise the participation rate, the benefits of various stakeholders that took part in TCF, or the odds of promising outcomes of the programme (in terms of number of projects ready to be tested by the market and/or investors).

Research, Practical & Social implications. This study provides the explanation of how a very specific entrepreneurship education program promoted by Turismo de Portugal managed to thrive, work and still be relevant during the pandemic. This positive experience (that is, to some extent, a by-product of the need for the TCF team to leave its comfort zone) opens an encouraging avenue for the future appearance of vertically integrated EE projects linked to tourism in Portugal, dedicated to specific issues and topics. The TCF food edition example showed that EE was quick to respond in two fronts: (i) digital transition; and (ii) identification of a lifeline. This proactivity, along with the transfer and provision of the best knowledge available and best international practices, can indeed make a difference and play important roles in a post-emergency reality. In fact, EE, *per se*, may be used as a tool to cope with this crisis.

Originality/value. The presentation of this case-study (that has never been explored), which is at the intersection between EE and the hospitality industry, and everything that came along with it, also provides a testimony of how these two sectors co-existed during the height of the covid-19 pandemic. For that reason, the conclusions and the topics brought to the fore in this paper may inspire future studies about how Portugal may start to prepare its recovery, persist as testimonies of an era marked by uncertainty, or be part of a broader research that complements the information gathered here with more elements.

Keywords: Entrepreneurship education; Tourism creative factory; Gastronomy; Portuguese tourism.

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Attributes for the responsible consumer: Food, healthy service, and entertainment

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Structured Abstract

Purpose – The purpose of the work is to determine the set of attributes that guide the consumer choice in a sustainability context. We would define it as the dimensions that conform to the so-called “responsible consumption”, and that would be oriented towards local food, health services and entertainment.

Theoretical framework – Research is geared to linking the choices of a particular service with the goal of maintaining a socially responsible vision (Line & Hanks, 2016). The theoretical model to be applied is based on the Stakeholders theory, which groups together multiple and diverse groups of interests that intervene in the selection of the responsible service (Martínez-Ferrero, 2014; Kiessling et al., 2016). Based on these premises, the study is oriented towards obtaining a scale of measurement of the three dimensions that conform the responsible service.

Design/methodology/approach – The following method will consist of an exploratory factorial analysis as well as a confirmatory one (Kline, 1994; Anderson & Gerbing, 1988). The sample will be formed by a set of service users, chosen by chance. The compilation of the data was carried out over 2020 in the province of Badajoz (Spain).

Findings – The results determine a wide measurement scale, capable of being replicated in other areas of study.

Research, Practical & Social implications – The research has theoretical implications to provide a measurement scale applicable to other investigations and contexts. On the other hand, it also has practical implications, in addition to facilitating a set of factors that determine the key aspects of the responsible service selection. Besides, the study is not without limitations, as for example, the size of the sample and the subjective character of those who have answered, which can condition the extrapolation of conclusions.

Originality/value – The study contributes to the literature on Stakeholder Theory and also Sustainability. At a time when the Sustainable Development search is a maxim in

organizations, we consider it of great value to be able to guide consumer choices and contribute to sustainability.

Keywords – Sustainability, responsible service, local food, healthy service, entertainment.

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Vegetarianism and Veganism as a hotel product: Implications in service and meal preparation

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Structured Abstract

Purpose. Our research, a collaboration between Cascais Food Lab and the MSc in Innovation in Culinary Arts and Sciences (ESHTe), attempts to combine areas such as literature, tourism, gastronomy and design to explore the co-creation of a meaningful food literary experience through Cascais, a village celebrated in Portuguese literature.

Theoretical framework. Literary theory (considering the eight writers from the literary route, portraying unique interpretations of their literary works as a transfer of meaning from one moment in history to another), Gastro-criticism, co-creation experience.

Design/methodology/approach. As a methodology, we adopted a literature review of the concepts and a quantitative and qualitative analysis through multi-phase questionnaires that accompany the development of the experience (anticipation, participation and reflection). Direct observation also complements the information to understand the sequential interactions (people, place and objects) and the analyses of those interactions (thoughts, emotions, attitudes, behaviours).

Findings. As an ongoing project (event in July 2021), the results by comparing expectations, participation and reflection/feedback will only be available in August 2021.

Research, Practical & Social implications. The reflection on how the language of food as 'an archive of an era' draws attention to respecting the practices of the different times, not neglecting the food heritage that one seeks to recover (from producers to consumers), but also stimulating current needs and expectations from locals and tourists.

Originality/Value. Challenging the limits of diverse disciplines - literature, tourism, gastronomy and design - in only one event/experience.

Keywords. Literary tourism; Gastronomy; Gastro-criticism; Co-creation; Experience.



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Room 4.2

Room nº	4.2	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Events (2)	
Chairperson	Cátia Malheiros IP Leiria, Portugal	
Paper nº	Title	Authors
169	Social and economic impact of sports in the city of Guimarães: Preliminary observation on the last decade mutations and current insights by the resident's perspective	Tiago Portilha , Fernando Perna, Maria João Custódio
12	The events in the touristic dynamization of the Madeira islands post-COVID19	Ana Isabel Abreu , João Reis
43	Megaevents and their Impacts on Local Communities – A State-of-the-Art Analysis	Carolina Gonçalves , Susana Filipa Gonçalves, Jorge Umbelino
24	The LGBT wedding segment in Madeira Island's hospitality	Cristina Oliveira , Francisco Silva, Dulce Sarroeira

Social and economic impact of sports in the city of Guimarães: Preliminary observation on the last decade mutations and current insights by the resident's perspective

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Structured Abstract

Purpose. During the last decade the Municipality of Guimarães strengthened the investment in sport facilities and positioned sport practice as an attribute of the city image identity and attractiveness. The study's objective is to identify and analyse the current sports engagement by residents and the effects on the other sectors of the society, namely trade and services including tourism.

Theoretical framework. Resident's sport engagement can be positioned as local contribution to the UN Sustainable Development Goals (Guilianotti et al., 2018). Population's mentality also changed, now seeing sports as an important and positive part of their lives (Rush, 2018). Simultaneously this municipality reinforced its positioning as a destination with a sport practice identity (Perna, et al., 2018).

Design/methodology/approach. Focusing population perception, a case study was developed, gathering the most recent data from an online questionnaire with single answer, ranking and open questions, applied to 215 inhabitants of Guimarães, throughout August 2021. Data is being analysed by descriptive statistics.

Findings. Preliminary: There's a growing interest in a sporty lifestyle; Population recognizes that sport positively influences the social, economic, tourism and educational sectors; Introduction of a new sports and club can have a socio-economic significant impact, mainly in children and their families.

Research, Practical & Social implications. Results is being benchmarked with other case studies, aiming for implications in the municipality's sustainable development strategy.



Originality/Value. The research supports an unfilled planning knowledge, since residents' perceptions related to the research object remains unknown due to the most recent changes, e.g. Pandemic Covid-19.

Keywords. Marketing; Resident community; Sport; Sustainable Development; Tourism Economics.

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The events in the touristic dynamization of the Madeira Island post-COVID-19

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Structured Abstract

Purpose. COVID-19 has had nefarious effects in tourism activities and events. The cancellation or postponement of many events resulted in a need to plan and implement several measures that would ensure the recovery of tourism and the survival of events. Even though we cannot estimate the date for the return of tourism activities and events in Madeira, as with the other tourism destinations, this pandemic constitutes a great opportunity for these sectors to reinvent themselves, restructure and adapt to this new world crisis. Therefore, this investigation purposes to understand the role of events in the recovery of Madeira Island as a tourism destination in a post-pandemic scenario.

Theoretical framework. In the literature review, it is presented the main trends of tourism development and the relevance of events in the dynamization of destinations, namely during and after a post-pandemic scenario.

Design/methodology/approach. In terms of the methodology, the research includes the results from the surveys done to locals and tourists about the events held in Madeira, as well as to the organizing companies and entities that oversee them. It is simultaneously highlighted the development of an intervention program, with action that seeks to dynamize tourism and the events in the region, in a post-COVID-19 scenario.

Findings. The main results show an ever-increasing concern with the matters of sustainability, security and hygiene, implementation of COVID-19 testing and the requirement of a vaccine passport. Furthermore, there is more interest in the domestic market, in diversifying the offer of events and in acquiring the Clean & Safe quality seal.

Research, Practical & Social implications. The guidelines that this investigation provides to Madeira Island will be relevant for the reorganization of future events in this region, and to promote the recovery of this destination in a future post-pandemic scenario.

Originality/value. This theme is original and adds value to the organization of Madeira Island and other similar destinations, as there is not much information about events and tourism in the post-pandemic scenario, in addition, it provides essential tools to reorganize these two areas and boost your recovery.

Keywords: Tourism; Events; Madeira Islands; COVID-19.

References:

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Megaevents and their impacts on local communities – a state-of-the-art analysis

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Structured Abstract

Purpose. Megaevents are potential tourist attractions having impacts on the surrounding communities before, after and during its execution. This being the main subject of the present study.

Theoretical framework. Despite not having a very consensual definition (Müller, 2015), there's total agreement on the transformations generated by megaevents on the host community and destination (Getz, 2008), causing negative and positive long-term impacts. On the other side, the communities themselves have an impact on the events, having strong implications on how the event is perceived (Sebastião & Lemos, 2016).

Design/methodology/approach. To achieve this goal, research using a mainly intensive and qualitative methodology was conducted. The literature review was used to frame, analyze, relate, and support the topics in question, making it possible to break down distinct ways of thinking about the subject and creating room for discussion around them.

Findings. Through the bibliographic analysis, conclusions about the main repercussions of megaevents were obtained. These deductions reveal the touristic, economic, political, social, cultural, physical, and environmental impacts of such events, as well as the consequent legacy and heritage created for future generations (Preuss, 2015).

Research, Practical & Social implications. As the research was made having different authors' perspectives in consideration, it enabled the creation of a well-founded overview of the theme. This way, this study can have a significant impact on future investigations around tourism and events in Portugal.

Originality/value. In this study's scope, the purpose is to increase the knowledge of the impacts of megaevents on host communities. Its objective is to better understand the state of art on this subject.



Keywords: Megaevents; Impacts; Local Communities; Tourism Destination Host.

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The LGBT wedding segment in Madeira Island's hospitality

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Structured Abstract

Purpose. The purpose of this study is to contribute for the understanding of the LGBT wedding segment importance and to analyse its potential development as a strategic product for the Madeira Island destination and its hospitality sector.

Theoretical framework. The LGBT tourism segment, which includes weddings, is today recognized as highly relevant for several destinations. Portugal offers competitive advantages on these events, as it is one of the few European countries to accept the marriage of nonnationals, recognizing them in their legal framework, as well as allowing civil marriage between people of the same sex. Madeira Island possesses a vast and developed hotel offer, its renowned interest in investing in new segments and, in what concerns LGBT tourism, the fact that the region displays very good conditions both on a legal as well as reception levels.

Design/methodology/approach. The research used a qualitative approach, applying interviews to three groups of stakeholders composed by LGBT market specialists and elements associated with this segment offer, together with persons with a relevant know-how about the Madeira Island's tourism sector.

Findings. The results show that to promoting the LGBT weddings product allows to increase revenues and create diversified income in the hospitality events sector, contributes to reducing the impact of seasonality, boosts the destination's awareness and fosters it as inclusive, transmitting a positive message to all segments.

Research, Practical & Social implications. Bibliographic scarcity concerning LGBT weddings on a global level but also on a national and destination perspective.

Originality/value. Given the scarcity of studies on this segment of the tourism market, this investigation is original and innovative, considering the territory of application and tourism segment.



Keywords: LGBT Tourism; Same Sex Weddings; Hospitality; Destination Weddings; Events; Madeira Island.

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Room 4.3

Room nº	4.3	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism / Islands	
Chairperson	João Prudente U. Madeira, Portugal	
Paper nº	Title	Authors
1	Impacts caused by COVID-19 on airports and tourism in the main islands of the Autonomous Region of the Azores	Jorge Abrantes, Rui Quadros
13	City image, city brand personality, and residents' life satisfaction in Ponta Delgada	Tania Rego, Ana Isabel Moniz, Osvaldo Silva
106	Tourist development and non-conventional water production systems in island areas	Inés Ruiz De la Rosa, Natalia Antonova, Javier Mendoza Jiménez

Impacts caused by COVID-19 on airports and tourism in the main islands of the Autonomous Region of the Azores

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Structured Abstract

Purpose. The main purpose of the investigation is to assess the consequences of the impacts of the pandemic on the two main gateways in the Azores (São Miguel and Terceira) and estimating the impacts of COVID-19 on accommodation and airports on the islands.

Theoretical framework. After the outbreak of COVID-19 infectious disease, caused by a new SARS-CoV-2 coronavirus, significant changes occurred at a level that was not known until now and the Autonomous Region of Azores was not immune. Some investigations in island territories showed more positive results in controlling the pandemic than continental territories.

Design/methodology/approach. The methodology will be exploratory, descriptive and quantitative, based on secondary sources of a statistical nature, focused between 2019 and June 2021, as well as scientific publications, reports and accounts of the main players in tourism and air transport in the region.

Findings. The results show that, in 2020, the RAA registered significant drops in passengers transported at the Azores airports, of around 63,6% compared to 2019, as well as in guests (-69,9%) and overnight stays (-71.2%), with these results being more evident on the island of São Miguel than on Terceira.

Research, Practical & Social implications. The present investigation has some limitations, either derived from its statistical framework or the limitation of data. Despite that contributes to a better understand of the evolution of tourism in Azores in a pandemic period. Industry managers must assess the effects of pandemics on business and develop new management methodologies to deal with the crisis.

Originality/value. The investigation is original, aiming to understand the impacts of COVID-19 on the main airports in the Azores, contributing to a greater understanding and comparison of these impacts in island territories.

Keywords: Airports; Azores; Aviation; COVID-19 Pandemic; Tourism.

References:

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City image, city brand personality, and resident's life satisfaction in Ponta Delgada

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Structured Abstract

Purpose. This study aims to address this gap by investigating residents' city image and determining the most relevant determinants of residents' overall life satisfaction with living in Ponta Delgada.

Theoretical framework. Each country, city and place in the world is trying to develop their city branding activity. Aaker (1997) developed a theoretical framework for the construction of Brand Personality Scale (BPS), suggesting five dimensions of brand personality, namely, sincerity, excitement, competence, sophistication, and ruggedness. Based on Aaker's (1997) BPS, this study customized this scale to investigate the determinant attributes of City Brand Personality (CBP) that influence strategic communication of Ponta Delgada, on the island of São Miguel, Azores, Portugal. In addition, studies on place image have mainly focused on the tourists' destination image and have given limited attention to residents' perspective.

Design/methodology/approach. As part of a quantitative approach, statistical methods are applied to data collected through a questionnaire administered to 323 residents of the city in 2021.

Findings. It was found that the residents who manifest higher levels of agreement with the aspects concerning the city image also tend to show higher levels of satisfaction, showing a positive impact of the city image on the resident's satisfaction.

Research, Practical & Social implications. It still shows that the residents satisfaction levels have a positive impact on CBP dimensions.

Originality/value. The study also offers practical insights for developing and promoting a city destination while simultaneously enhancing its residents' quality of life.

Keywords: City Brand Personality (CBP) Scale; Residents' city image; Community satisfaction; Place marketing.



References:

- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.
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http://buscompress.com/uploads/3/4/9/8/34980536/riber_s16-050_108-121.pdf

Tourist development and non-conventional water production systems in island areas

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Structured Abstract

Purpose. The aim of this work is to analyze the relationship between tourism growth and the development of unconventional water production systems in island environments to guarantee their sustainability.

Theoretical framework. Among the activities that generate negative impacts on the availability of water resources, tourism is undoubtedly one of the most relevant (Sinha et al., 2020). However, it is also true that tourism development generates economic and social growth (Dogru & Buliut, 2018) and that the economic activity of many geographic regions is closely related to tourism (Sigala et al., 2019). Finding an optimal balance between tourism and water is very important in water scarce destinations (Nowalk & Sahli, 2007).

Design/methodology/approach. A comparative study has been made considering tourism development and the evolution of unconventional alternatives for obtaining water (desalination and wastewater regeneration) on a tourism island environment with serious water problems, such as the Canary Islands (Spain).

Findings. The findings shows that a long-term planned strategy, focused on the use of non-conventional systems for obtaining water in island environments with water problems and important tourism activity, can be a relevant solution to achieve an optimal balance between tourism activity and consumption of water resources.

Research, Practical & Social implications. The need to efficiently manage water resources has become increasingly important in global political planning in recent years.

Originality/value. The results can support the proposal of innovative water management policies.

Keywords: Tourism development; Water management; Desalination; Wastewater regeneration.

References:

- Dogru, T., & Bulut, U. (2018). Is tourism an engine for economic recovery? Theory and empirical evidence. *Tourism Management*, 67, 425–434. <https://doi.org/10.1016/j.tourman.2017.06.014>
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This work has been developed within the framework of the project "Analysis of the economic, social and environmental effect of the use of non-conventional water production systems linked to the tourism sector", reference PROID2020010111, financed by the Autonomous Government of the Canary Islands.



Room 4.4

Room nº	4.4	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Business	
Chairperson	Maria de Lurdes Calisto CiTUR - Estoril	
Paper nº	Title	Authors
93	COVID-19 and the Portuguese lodging industry	Victor Alves Afonso, Maria de Lurdes Calisto
121	Attractiveness and retention factors for the new generations in travel agencies	Paula Loureiro, Vânia Costa, Ana Beatriz Azevedo
10	The impact of the tourism segmentation to market reenvention: The case of tourism SMEs	Jéssica Ferreira, Nuno Marques da Costa, Bruno Sousa
96	Resilient business models in different contexts: Wine and tourism sectors	Teresa Costa, Fernando Valente, Tiago Pinho, Nuno Teixeira, Pedro Anunciação

COVID-19 and the Portuguese lodging industry

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Structured Abstract

Purpose. This study aims to analyse the impact of the COVID-19 pandemic on the lodging industry in Portugal, studying differences across typologies and regions.

Theoretical framework. The study may be placed under strategic management theories that posit competitive advantages can be explained by how a company responds to the external environment and how it uses its resources.

Design/methodology/approach. A descriptive approach, with a comparative analysis, was used based on secondary data from Turismo de Portugal (the Portuguese tourism board) and INE (the national statistical institute), related to 2019 and 2020. Three indicators were analysed: number of nights, number of guests and total income, by typology and region.

Findings. Lodging units in rural areas had a drop in demand (proportionally) lower than other contexts. Some propositions are made to interpret these results - a change in tourists' behaviours, not only in consequence of restrictions to travelling abroad but also because they perceive rural areas as safer, and the effort that some establishments and destination managers made to attract new markets.

Research, Practical & Social implications. Implications are theoretical, pointing to the relevance of strategic management theories to understand how companies reacted to the pandemic, and practical, highlighting the characteristics of companies and regions that were more favourable during the pandemic.

Originality/value. The main contribution is a better understanding of the impact of COVID-19, which is generally understood as very negative. However, this is a very simplistic view since it hides diverse realities.

Keywords: COVID-19; Pandemic; Lodging industry; Rural tourism; Hotels.



References:

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Attractiveness and retention factors for the new generations in travel agencies

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Structured Abstract

Purpose. To gain a competitive edge, companies need to attract, retain and motivate the best employees. Millennials (Generation Y) and Centennials (Generation Z), constituting an available workforce, pose new and demanding challenges to organisations, to which it is imperative to respond. This work aims to identify the human resource management policies and practices that best meet the needs and values of these new generations.

Theoretical framework. This study is supported by a critical review of literature and scientific papers that systematise and highlight the importance of resource management policies and practices for attracting and retaining talent, especially of new generations and in the travel agencies activity.

Design/methodology/approach. To achieve the study objectives, a quantitative approach was chosen, and a questionnaire survey was applied to students of the Tourism Activities Management Degree of the High School of Hospitality and Tourism of Polytechnic of Cávado and Ave, to understand how the tourism sector in general, and the Travel Agencies in particular, can become more attractive in their resource management practices and, thus, improve their ability to motivate and retain new generations.

Findings. The results obtained indicate that of the organisational factors considered in the literature review, the most relevant for these generations are the good environment, work-life balance, good working conditions and safety, financial incentives, recognition, and job stability.

Research, Practical & Social implications. This study contributes to a more careful reflection on the expectations and interests of the new generations and how decision-makers should think about their people management policies and practices, particularly in travel agencies, to increase the ability to attract, retain and engage talent.

Originality/Value. This is a pioneer study in Portugal which, despite being exploratory, points to clues for future work.

Keywords: New generations; HRM; Attractiveness; Retention; Motivation.

References:

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- Iorgulescu, M.-C. (2016). Generation z and its perception of work. *Cross-Cultural Management Journal*, XVIII(1), 47–54.

The impact of the tourism segmentation to market reinvention: The case of tourism SMEs

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Structured Abstract

Purpose. Tourism is considered a strong betting sector, not only for its ability to bring life to spaces that were once almost abandoned but also to rethink and remake old traditions, making it an enriching tourist experience, preserving and valuing historical, cultural, and environmental resources, generating wealth and employment (Silva et al., 2018).

Theoretical framework. After the negative impacts caused by the pandemic (covid-19), the tourism market feels the need to reinvent and rebuild the tourist product as an answer to the new needs (Adongo et al., 2021). If tourism marketers understand the need to create promotion strategies, it will now be more important to use them. Tourism recognizes the importance of understanding the interests of tourists to influence their choices about the destination they will visit. Their needs and preferences should be looked at as a way to provide tourist resources to the destination.

Design/methodology/approach. We considered it essential to understand the impacts caused by Covid-19 in the tourism industry, analysing some Portuguese SMEs. Looking at Europe, SMEs account for 99% of companies, with 49.5% investing in innovation (Comissão Europeia, 2014; INE & Turismo de Portugal, 2020). In this context, as a qualitative study, this research will analyse how Covid-19 has affected tourism SMEs' finances and their solutions to control the damage through interviews conducted with tourism agents (hotels and tourist animation).

Findings. Through this research, our objective is to understand the impact of tourism segmentation in the reinvention process.

Research, Practical & Social implications. This research reinforces the role of the economy for the survival of SMEs and the consequences of the lack of tourism demand for the market.

Originality/value. The study, besides being current, contributes to the knowledge about the economic situation of tourism SMEs in Portugal, one of the most affected sectors.



Keywords: Covid-19 Pandemic; Tourism segmentation; Market reinvention; SME's, Rebuilding.

References:

- Adongo, C. A., Amenumey, E. K., Kumi-Kyereme, A., & Dubé, E. (2021). Beyond fragmentary: A proposed measure for travel vaccination concerns. *Tourism Management*, 83, 104–180.
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Resilient business models in different contexts: Wine and tourism sectors

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Structured Abstract

Purpose. This study aims to answer the question “Are some business models more resilient in crisis contexts? In order to answer this question this research pretends to identify resilient business models in different contexts and understand appropriate strategies.

Theoretical framework. The literature refers a complex phenomenon in terms of responding to crises or disasters (Asgary, Anjum & Azimi, 2012; Li et al, 2019; Tingbani et al., 2019) and some studies point out the strategic ability and the design of business model as key factors for entrepreneurial resilience.

Design/methodology/approach. Through a methodology of multiple case studies based on qualitative data, gathered in focus groups and by interviews with wine producers and regional business stakeholders, it was built a frame of resilient business models according with Osterwalder (2010) canvas model.

Findings. The study's results suggest that the research on business models on wine sector remains an underdeveloped field. Notwithstanding, results suggest that some business models are more resilient in turbulent contexts than others.

Research, Practical & Social implications. This study's findings can provide clues on future concerning the new strategic business models for the sector, as well as disseminate good strategic practises that can be developed in this context.

Originality/value. This study present very different resilient business models that can drive the local wine producers in their strategies.



Keywords: Business Models; Resilience; Tourism; Wine Sector.

References:

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Room 4.5

Room nº	4.5	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Sustainability / Education	
Chairperson	Cristina Barroco IP Viseu, Portugal	
Paper nº	Title	Authors
46	Perception of events management students in relation to environmental sustainability: case study in Portugal	Filipe Severino
73	Sustainability, innovation, and tourism – What connection? A systematic literature review	Vasco Santos , Maria José Sousa, Manuel Au-Yong-Oliveira, Carlos Costa
85	Territory, tourism and educational pathways. articulation of interests for geoconservation at Estrela Geopark	Gonçalo Fernandes
119	Sustainable development of cruise tourism in the Lisbon region – supply perspective (pre COVID-19)	Nuno Ricardo Dias , Carlos Costa, José Sancho Silva

Perception of events management students in relation to environmental sustainability: case study in Portugal

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Structured Abstract

Purpose. This research focuses on a study of students' perception of environmental sustainability in event management, realizing their most important values and whether they incorporate them into their event organization practices.

Theoretical framework. The touristic events have relevant impacts on the dimension of environmental sustainability, and, without proper planning, they can be reflected in harms to the surrounding environment (Cavagnaro et al., 2012; Jr. & Ruschmann, 2010). One effective measure to deal with these impacts is linked to the correct education for its managers. By shaping their perception in the moments of formation, it is possible to transmit values and knowledge related to the environmental concern, leading to future actions and create sustainable events, capable of making a difference (Dailiute & Niaura, 2014; Luck & Pernecky, 2013).

Design/methodology/approach. With a development of a theoretical framework, an empirical investigation is implemented through a qualitative analysis, with basis in interviews of nine groups of students in their last academic year in one higher institute in Portugal, as well as in direct observation at six of its events.

Findings. The results show a pertinent view regarding the behaviour that students demonstrate towards the environment and their beneficial effects that leads to their effectiveness in their event practices.

Research, Practical & Social implications. It is considered the main practical limitation of this study is related to an analysis of students from only one institution.

Originality/value. It provides a perspective of the positive correlation between environmental concern and the academic training on the future event managers, possibly reflected in their work activity.

Keywords: Education; Events; Perception; Sustainability; Tourism.



References:

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Sustainability, innovation, and tourism – What connection? A systematic literature review

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Structured Abstract

Purpose. We aim to contribute to the literature as concerns our research question about sustainability and innovation and which is more advanced in the tourism realm? While using for that purpose the PRISMA protocol and VOSviewer software to determine how strong the co-occurrence links between keywords are.

Theoretical framework. This paper aims to analyse the progress of tourism towards sustainability and innovation based on a systematic literature review, summarizing the last five years strictly based on innovation and sustainability applied to tourism. A range of theories, practices, methods, and results pursuing innovative and sustainable outcomes at different levels and stages, as well as drivers, across many tourism contexts are studied.

Design/methodology/approach. A wide, in-depth, and structured analysis is performed. The evaluation and examination of a final sample of 50 published scholarly papers from 27 journals, from 2017 to the first quarter of 2021, was undertaken. Current publications emphasize both qualitative, quantitative and mixed research methods, including statistical and econometric methods such as descriptive statistics, factor analysis and structural equation modelling.

Findings. This study categorized the major topics identified, comprising contextual dimensions and relevant stages of the subject areas examined. This systematic literature review highlights advances and the significant overall increasing number of papers over recent years. The results help to better understand the sustainability and innovation process applied to tourism. However, more concrete process indicators are needed for the continuous improvement of the front-end innovative and sustainable tourism areas.

Research, Practical & Social implications. This study consistently explores further sustainability and innovation directly linked to tourism, while discussing and providing new

future directions, aligned with closing remarks as well as a strategic agenda for future action regarding post COVID-19 pandemic outbreak crises.

Originality/value. This study, based on a systematic literature review, addresses the combined use of innovation and sustainability towards tourism, extending the scope into a tourism context because the combination of these two emerging constructs has, to our knowledge, not been done before.

Keywords: Tourism sustainability; Tourism innovation; Systematic literature review.

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Territory, tourism and educational pathways. Articulation of interests for geoconservation at Estrela Geopark

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Structured Abstract

Purpose. This study systematizes the logic of action and education practices for sustainable tourism and responsibility behaviours in Estrela Geopark. Analyses outdoor activities, and how each can contribute to the development and interrelation with the communities, in particular, promote new training contexts and contribute to the dissemination of geoconservation strategies and good practices.

Theoretical framework. Estrela Geopark comprises a geographically defined territory, with well-known geological and geomorphological resources and own ways of life. The diversity of glacial vestiges, the wealth of its heritage, and the character of its landscape make a unique geography, whose structured approach allows the creation of a strong brand with touristic, patrimonial, and cultural potential.

Design/methodology/approach. Analysis of the educational programs, the interpretative paths of Estrela Geopark and the strategies developed in its dissemination to the different publics.

Findings. Classification of Serra da Estrela as a UNESCO Global Geopark recognizes its heritage relevance and the existence of territorial valorisation strategies that enhance geoconservation, the well-being of communities, education, and tourism.

Research, Practical & Social implications. Geo-education and geotourism have gained relevance in the projects of tourism development, above all in low-density territories; education is the basis of geotourism and a pillar for heritage sustainability and their local communities.

Originality/value. The educational programmes aim to empower communities in the areas of citizen science of knowledge, sensitivity and attitudes for the preservation and enhancement of ecocultural resources, and sustainable tourism, given the fragility that many of the resources.



Keywords: Estrela Geopark; Geoconservation; Tourism; Heritage; Educational Pathways.

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Sustainable development of cruise tourism in the Lisbon region – supply perspective (pre COVID-19)

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Structured Abstract

Purpose. From the intensity of growth shown by the cruise industry in the period before the COVID-19 pandemic, a set of concerns have emerged in the field of sustainable tourism development. Thus, the research aims to present an analytical reflection, from the perspective of supply, on the evolution of cruise tourism in the Lisbon region and its articulation with the assumptions of sustainable tourism development and analyse the importance of public policy in this area.

Theoretical framework. For this purpose, the research focuses on the theoretical domains of sustainable tourism development and the planning and management of tourism destinations.

Design/methodology/approach. In the empirical component of the research, we followed a quantitative approach. Empirical data were collected from a panel of experts representing the cruise tourism sector in the Lisbon region through the application of a questionnaire survey and subjected to statistical treatment, through a univariate descriptive statistical analysis, via the calculation of summary, central tendency and dispersion measures.

Findings. The research shows a strong recognition of the importance of the different dimensions of sustainable development regarding the cruise tourism sector in the Lisbon region and significant recognition of the importance of a public policy in this domain.

Research, Practical & Social implications. However, several weaknesses are highlighted regarding the current dynamics of the sector and its respective operating space.

Originality/value. Although it is recognized that there is a commitment to the assumptions of sustainable tourism development, the weaknesses identified constitute a

potential space for the development of efforts and concrete actions that enable the increase of objective dynamics related to the sustainable development of cruise tourism.

Keywords: Cruise tourism; Sustainable tourism development; Planning and management of tourist destinations; Lisbon region.

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Room 4.6

Room nº	4.6	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Hospitality / Restaurants	
Chairperson	Eunice Lopes IP Tomar, Portugal	
Paper nº	Title	Authors
91	The importance of employees' motivation in hotels - the case of Hotel D. Luís	Ana Gabriela Pereira , Cláudia Seabra
152	Seasonality in the hotel tourist market in the municipality of Tomar: Case study	Patrícia Nunes , Eunice Lopes, Rúben Loureiro
155	The performance of typical Algarve delicacies in the menu analysis of a restaurant in the region - a case study	Daniela Silvestre , Manuel Serra, Carlos M. Afonso, Cláudia Henriques
89	Tableau de bord and balanced scorecard: Knowledge dissemination in the hotel industry	Maria Machado , Catarina Nunes

The importance of employees' motivation in hotels: The case of Hotel D. Luís

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Structured Abstract

Purpose. The present investigation aims to understand the level of motivation of employees in relation to the rewards they benefit from, that is, to relate the motivation to the reward system, according to the employee's point of view.

Theoretical framework. According to Snežana & Nenad (2012) if most of the personal goals of motivation are matched on a professional level, there is a higher professional performance, which provides the company success. Application of the reward system can translate into the continuation and motivation of employees, intervening in their behaviors and in the good organizational prestige, defended by Bouça-Nova (2013).

Design/methodology/approach. The data were collected through a questionnaire, the questions formulated were based on the review of the literature on motivation and reward system, with closed answers and used the Likert scale delivered personally to each employee. The publishing of the results obtained was authorized by the Hotel.

Findings. The results showed that more than 50% of employees feel motivated at work, through factors such as the work environment, non-monetary rewards, and hierarchical superiors. In the reward system the most chosen were the opportunities of training and career development. In the rewards that employees value more, they choose monetary rewards, employment stability, and professional autonomy. The disclosure of the results obtained in the investigation was authorized by the hotel.

Research, Practical & Social implications. The first limitation of this work is that there no comparison term, which makes it impossible to analyze data from other hotels. Another limitation was felt at the level of time, since the questionnaires were delivered in person which made it mandatory to be present on site.

Originality/value. The results are in accordance with the literature review and the study aims to contribute to the hospitality sector, so that they can find strategies to have motivated and committed employees, within the company's possibilities, and ultimately also benefit from it through the company's success.

Keywords: Benefits; Human Resources Management; Motivation; Rewards System.

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Seasonality in the hotel tourist market: Case study

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Structured Abstract

Purpose. The objective of the research is to analyze the seasonality of tourist demand in the hotel market, to understand how the seasonality factor affects the hotel units of a destination. It is important to compare the occupation figures of the low season with those of the high season. In this sense, the tourist destination studied is characterized with particular emphasis on the structure of demand and seasonality. The geographic space chosen for this research is a city in the Center of Portugal region.

Theoretical framework. The seasonality of tourist demand is generally recognized by the adversities of the economic consequences for tourist destinations. The essentially negative effects of seasonality mean that its results are seen, by the hotel management chain, as a weakness to be resolved to face the growth in tourist demand.

Design/methodology/approach. To achieve the objectives proposed in this work, we opted for a methodology of bibliographic review on the theme and discussion of authors who have approached it and, also of data collection, through quantitative analysis in the hotel units of the destination to be considered as a study of case. Some limitations were observed, namely the lack of response on the part of some hotel units.

Findings. The results conclude that the impact of seasonality on hotels in the tourist destination is quite high, being around 75% in the low season, leading some hotels to close and others to invest in other activities. Some of these hotel units, especially those located within the city, choose to present promotions to tourists who visit them in low season.

Research, Practical & Social implications. It is considered that seasonality affects everything in the municipality of Tomar, from the lives of its own inhabitants to the small family businesses that make a living from tourism.

Originality/Value. It provides data that, after being studied and worked on, allow the definition of medium and long-term strategies, in order to mitigate the effects felt due to seasonality.



Keywords. Seasonality; Hospitality; Tourism; Stakeholders.

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The performance of Algarve food specialties on Menu analysis in a restaurant – a case study

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Structured Abstract

Purpose. It is intended to analyze the menu of a steak house in the Algarve and the performance of Algarvian local food, identified in the ITAMGABAlgarve Project, compared to other dishes from the same sections of the menu.

Theoretical framework. The local gastronomy in tourist demand is recognized by professionals and researchers. The competitive tourism context in the Algarve imposes strict management on the restaurants, through the evaluation of the performance of the menus to control costs and maximize revenue.

Design/methodology/approach. The menu analysis foresees using the models of Kasavana and Smith (1982) and Pavesic (1985) which provide complementary results and perspectives.

Findings. As a result, we have a quantitative analysis of the menu where it was possible to observe small differences between the classifications presented according to the model under study. Of the four regional food, three are highly popular and two are highly profitable, three have a low potential food cost ratio and one has a high weighted contribution margin.

Research, Practical & Social implications. Positive indicators suggest changes to improve and reinforce the regional gastronomic presence in the menu.

Originality/Value. The development of menu analysis studies is relevant at a professional and academic level, with case studies in the area, where the results have a significant impact on their profitability.

Keywords. Menu analysis; Cost/margin analysis; Menu engineering; Algarvian local food; Restaurants.

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Tableau de Bord and Balanced Scorecard: Knowledge dissemination in the hotel industry

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Structured Abstract

Purpose. The aim of this study is to contribute to the knowledge regarding the dissemination of two methods of performance evaluation that promote information quality in the hotel industry: The Tableau de Bord and the Balanced Scorecard. As specific objectives, the following can be identified: to analyse the rates of knowledge dissemination about the TB and the BSC; and to identify the variables responsible for the diffusion of such knowledge.

Theoretical framework. The relevance of the theme is fundamentally justified by three factors. In first place, the studies already carried out report the importance of the hotels using performance assessment methods considered by the theory as the most appropriate, as they provide a management support tool with the ability to create value and promote service quality (Machado, 2019a, 2019b; Machado & Nunes, 2020). Secondly, several authors have concluded that the use of the most appropriate management accounting methods is conditioned by the knowledge the corporate financial managers have regarding these methods (Machado & Silva, 2021). Finally, some authors (Machado & Alves, 2017) consider it important to know the variables responsible for the dissemination of knowledge about the management accounting methods, particularly those related to the financial managers' characteristics.

Design/methodology/approach. The universe of this study was defined as the set of 4 and 5-star hotels operating in Portugal. A survey was conducted, directed to the hotels' financial managers, with the purpose of collecting information on the objectives of this study. In total, 275 surveys were completed.

Findings. The results lead to the following conclusion: the Tableau de Bord is very little known, while the Balanced Scorecard is known to most hotel managers; the research for explanatory variables show that the knowledge of these methods is associated with the financial managers' individual characteristics, such as age and their academic degree.

Research, Practical & Social implications. The practical contribution of this study is that the conclusions now obtained are contrary to those reported by studies carried out in other industries, regarding the degree of the knowledge dissemination about the Balanced Scorecard and the direction of its association with the variable age of the financial manager. This suggests that the hotel industry has specific characteristics that drive the diffusion of the knowledge about the Balanced Scorecard and the Tableau de Bord.

Originality/value. We believe that the main contribution of this study is that the results obtained allow us to fill a knowledge gap regarding the rate of knowledge dissemination about the Tableau de Bord, and to identify the variables associated with the dissemination of such knowledge.

Keywords: Performance evaluation methods; Hotel industry; Knowledge dissemination; Balanced Scorecard; Tableau de Bord.

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Room 4.7

Room nº	4.7	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	Portuguese/Spanish	
Subject	Tourism and Technology (3)	
Chairperson	Pedro Carvalho IP Viana do Castelo, Portugal	
Paper nº	Title	Authors
51	New trends in digital behaviour for Brazilian mature tourists	Márcia Santos , Belém Barbosa, Cláudia Amaral Santos
79	Smart Tourism Destination Management. Trends and Challenges at Coimbra	Norberto Santos , Claudete Oliveira Moreira, Carlos Cardoso Ferreira, Luís Silveira
123	Free Wi-Fi networks in the management of urban tourism destinations	Maria Gorete Dinis , Adelaide Proença, Luís Cidade, Joana Branco
129	Accessible tourism through digital accessibility: A systematic literature review	Elena Fernández-Díaz , Nelson Dematos, Marisol Correia

New trends in digital behaviour for Brazilian mature tourists

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Structured Abstract

Purpose. The world is witnessing two simultaneous life-changing phenomena: the aging of the population and a digital transformation. According to the Brazilian Internet Steering Committee (CGI.br, 2021), internet usage in Brazil almost doubled in the last decade.

The new mature tourists differ from previous generations in several aspects. The intensified use of Information and Communication Technologies (ICT) when searching for information and taking a final decision related to tourism, the rating of traveling as a top priority, and the growing preference for non-standard programs for seniors are among the current trends in this segment. Hence, the tourism industry should pay special attention to these channels as a privileged way to interact with the target market.

This paper contributes to inform practitioners in the tourism sector on the new trends in digital behavior of mature tourists, who, according to (Pesonen et al., 2015), comprise a growing and promising market with an ideal profile in terms of acceptance of innovation and adoption of new technologies, and offering far-reaching business opportunities.

This study aims to understand the new trends in digital behavior of mature Brazilian tourists regarding the adoption of digital channels in their travel experiences.

Theoretical framework. The research was supported by the dominant theories on the adoption of new technologies: TRA (Ajzen & Fishbein, 1980), TPB (Ajzen, 1991), TAM (Davis, 1989) and UTAUT (Venkatesh et al., 2003).

Design/methodology/approach. The research applied an exploratory and descriptive qualitative methodology based on semi-structured online interviews followed by content analysis. The sampling technique was propositional, comprising participants with diversified profiles.

Findings. Results show that mature Brazilian tourists adopt digital channels before, during and after traveling. Some reasons for this trend are: challenge oneself, catch up with changes, identify and adopt technology, and the desire to learn. The digital channels

mostly used at each stage were: before traveling - Google; during the travel - Google Maps; after traveling - WhatsApp.

Research, Practical & Social implications. Mature tourists seem to be overwhelmed with what digital channels can offer to their tourism and traveling experiences, increasing their predisposition to use them. Our findings resonate with recent literature (Morrow-Howell et al., 2020), indicating a progress in technological competences, and provide additional insights for practitioners to develop digital strategies targeted to this segment.

Originality/value. This research offers empirical validation, addresses an unprecedented population in an emerging market, and contributes to filling a gap in the literature. It integrates various theories (TRA, TAM, IRT and UTAUT) and offers important cues for the tourism sector focused on this segment.

Keywords: Mature tourist; Consumer behaviour; Digital channels; TAM; TRA; IRT; UTAUT.

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Smart tourism destination management. Trends and challenges at Coimbra

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Structured Abstract

Purpose. The main objective of this article is (after the inscription of the property Universidade de Coimbra – Alta e Sofia in the representative list of UNESCO World Heritage, which happened in 2013), to identify the challenges faced in terms of management to the tourist destination Coimbra.

Theoretical framework. Governance of smart tourism destinations.

Design/methodology/approach. Special attention is paid to impacts and strategies to understand the necessary adequacy, innovation, and entrepreneurship to meet the new concerns of visitors and to the imperative adjustment of supply. Regarding methodology, the Delphi technique is applied, following the quadruple helix model (public authorities, academia, private sector, and civil society), having been carried out three rounds.

Findings. The main conclusions point to four major challenges: i) definition of positioning and priorities in various areas of activity; ii) city competitiveness; iii) attraction and dynamization of industry, commerce and business fabric; iv) the importance of the UNESCO property in the international projection of the city's image.

Research, Practical & Social implications. It presupposes the formulation of a strategy that considers the comparative advantages of destinations, the expectations of visitors, tourists, and local community, creating competitive advantages, in line with societal challenges. The limitations are related to characteristics of the Delphi technique

Originality/value. The relationship between classic competitiveness in tourism, smart approaches and the Delphi technique is valued. This interpretation is made through the elements of the destination's competitiveness, the valorization of information technology, of physical structures with intelligent devices and multi-attraction.

Keywords: Competitiveness of destinations; Smart tourism; Governance and management; Coimbra; Portugal; World Heritage Site.

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Free Wi-Fi networks in the management of urban tourism destinations

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Structured Abstract

Purpose. The main objective of this study is to analyze how free wi-fi networks technology are being used by the Portuguese in the context of their visits to urban destinations and considered in the development of these destinations by Destination Management Organizations (DMOs).

Theoretical framework. Tourism consumers are increasingly technological, however, the platforms and content they use depend on how they are presented. In this way, DMOs need to know the behavior and habits of consumers in tourism, so that they can maximize the infrastructure and disseminate tourist information that best suits the visitor's profile. In Portugal, about 82% of municipalities are covered with free wi-fi networks (Turismo de Portugal, 2016).

Design/methodology/approach. To carry out the present study, we analyze the DMOs tourism plans, and we developed a questionnaire which was applied to the Portuguese, using social networks. The response period ranges from December 2020 to January 2021, with a total of 89 responses.

Findings. It is concluded that the use of free Wi-Fi by the Portuguese in their visits to urban destinations increased in recent years, with unusual behavior in 2020, due to the effects of the pandemic COVID-19. The respondents use the free Wi-Fi mostly to access the social media and consult tourist information, being the gratuity and the fast connection the most valued aspects in these networks.

Research, Practical & Social implications. The implementation of free Wi-Fi networks in public spaces is being strongly encouraged by European policies (European Commission, 2021). The realization of this study will allow DMOs to understand the importance, obstacles and habits of using free Wi-Fi networks by visitors, thus allowing them to more effectively manage the sustainable development of urban destinations.



Originality/Value. This study presents an approach to the theme of free wifi networks from the side of management and policies for the development of destinations, and, above all, from the side of tourist demand. No studies with this scope are known in Portugal.

Keywords: Free Wi-Fi; Urban destination; Destination Management; Consumer behaviour; Portugal.

References:

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Accessible tourism through digital accessibility: A systematic literature review

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Structured abstract

Purpose. The number of people with disabilities or with special needs has increased worldwide. This is mainly due to the aging of the population and the global increase in chronic health problems associated with disability (World Health Organization, 2020). Tourism for all, and especially accessible tourism, is a generalized social demand that must be made possible by public authorities and companies in some way linked to the provision of tourist services (World Tourism Organization, 2016).

Theoretical framework. The extant theoretical framework requires more in-depth research not only on the main trends and topics that researchers have examined in the past, but also on the new challenges they will face in the future.

Design/methodology/approach. This study employed a Systematic Quantitative Literature review, based on SQLR method (Xiao & Watson, 2019), using the Scopus and WOS databases. The data was collected in August of 2021, using the search strings "web accessibility" or "accessible tourism" or "tourism accessibility" or "tourism marketing accessibility", and specific criteria for the inclusion and exclusion of articles. A total of 28 academic articles were found.

Findings. The results show that digital accessibility is a pending issue in this sector with significant accessibility problems or ignorance about its importance by the public involved in the tourism industry.

Research, Practical & Social implications. After applying an inductive content analysis method, research gaps and research opportunities can be found. This study will set the agenda on trends in digital accessibility in tourism.



Originality/value. This study provides a vision on the future of digital accessibility in the tourism sector and designs a research agenda.

Keywords. Accessible Tourism; Digital Accessibility; Systematic literature review; Scopus and WOS Databases.

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Room 4.8

Room nº	4.8	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	English	
Subject	Tourism products (4)	
Chairperson	Ana Gvaramadze Grigol Robakidze University, Georgia	
Paper nº	Title	Authors
92	Transhumance in Portugal: The case of the municipality of Castro Daire	Raquel Rodrigues, Cláudia Seabra
32	The role of ecotourism development in Georgia	Salome Bestaeva
44	The development of cultural hiking tourist routes in mountain tourist destinations	Diana Foris , Ana-Madalina Comsa
45	Linking physical risk perception antecedents with urban tourist on-site consumption	Andreia Pereira , Cláudia Seabra, Ana Caldeira

Transhumance in Portugal: The case of the municipality of Castro Daire

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Cláudia Seabra

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Structured Abstract

Purpose. To understand transhumance and what are the benefits and harms associated with it to tourism development. The main objective is to understand how transhumance can be used to promote the destination Castro Daire in Portugal.

Theoretical framework. The theoretical framework is centred in nature tourism, cultural tourism, cultural and nature routes and the relationships between tourists and residents. Then, the transhumance routes in Portugal are analysed also the definitions, historical notes, the relationship between pastoralism and religion, the routes to the Montemuro mountains and the traditions.

Design/methodology/approach. The interview was the methodology we used to empirically strengthen this work.

Findings. The Municipality of Castro Daire is investing in Transhumance, it has already implemented projects and future projects related to the subject, however the tourist agents of Castro Daire are not realizing these investments. Most interviewees do not know that the Transhumance Route is already implemented to attract more tourists. Another conclusion that we draw from the results obtained is that there is a confusion between the true extension of the Transhumance Route and the Recreation of the “Last Transhumance Route”.

Research, Practical & Social implications. It is considered that there is a poor communication between tourist agents and political agents, which can have a negative impact on tourism in the municipality. It is concluded that the Castro Daire City Council should invest in greater dissemination of the Transhumance Route.

Originality/value. We propose to create more tourist packages, to generate more offer and cover a larger typology of tourists, which will generate more demand.

Keywords: Transhumance; Nature Tourism; Castro Daire; Montemuro; Pastoralism.

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The importance of ecotourism for the sustainable development of tourism in Georgia

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Structured Abstract

Purpose. The purpose of this study was to determine the importance of domestic ecotourism in Georgia, to analyze the existing problems and ways to solve them. The aim of the study was also to determine the importance of developing ecotourism in pandemic conditions.

Theoretical framework. The research is theoretically based on both foreign and Georgian scientific works that exist in this field, a review of the literature is given and some of the recommendations include theoretical works in this field.

Design/methodology/approach. In the first stage of the research, we studied the existing theoretical material in this regard, we got acquainted with the international practice in this direction. In the second stage of the research, we interviewed local tourists traveling to Georgia on the basis of a pre-prepared questionnaire, after which we learned the real problems of the development of domestic ecotourism in Georgia.

Findings. The development of domestic ecotourism in Georgia is a new economic opportunity.

Research, Practical & Social implications. The study is a kind of guide for small businesses involved in the field of tourism, for whom the development of domestic ecotourism is a source of additional income. Through research they will get information that will help them grow their business.

Originality/value. The study is the original work of the researcher.

Keywords: Ecotourism development in Georgia; Conservation of biodiversity; COVID-19.



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The development of cultural hiking tourist routes in mountain tourist destinations

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Structured Abstract

Purpose. The purpose of this research is to develop the concept of cultural hiking routes, taking into account both the values of the cultural heritage and the natural tourism potential.

Theoretical framework. The tourist routes are means of directing the visitor's experience by providing an intentional route (Božić S., Tomić N., 2016). Themed tourist routes and cultural routes are increasingly ubiquitous in the tourist landscape. Although their role and usefulness as applied tourism products has been analyzed, they remain sub-theorized in the academic literature (MacLeod N., 2017).

Design/methodology/approach. Qualitative marketing research was conducted based on the in-depth interview method.

Findings. The concept of "cultural hiking routes" was appreciated and received with great interest by the interviewed specialists. The respondents consider that the implementation of this concept and the promotion of these new routes will have the effect of increasing the number of tourists and will lead to the increase of the appreciation regarding the tourist patrimony at the level of the destination Brasov.

Research, Practical & Social implications. The study has both theoretical and practical implications. Based on the research results, five cultural hiking trails were designed for Brasov, one of the most popular mountain tourist destinations in Romania.

Originality/value. This paper proposes a new approach to thematic tourist routes in mountain tourist destinations to improve the cultural experience of the visitors.

Keywords: Tourist routes; Tourist destinations; Cultural heritage; Natural tourist potential; Tourism stakeholders.

References:

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Linking physical risk perception antecedents with urban tourism on-site consumption

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Structured Abstract

Purpose. The study presents a conceptual framework focusing on perceived physical risks in cities and their antecedents. The aim was to establish a theoretical link between these variables and future purchase intentions in cities.

Theoretical framework. This approach intends to analyse how the individual antecedents may affect perceived physical risks and urban purchase intentions.

Design/methodology/approach. The methodology was conducted through a literature review on the risk perceptions antecedents, tourist's emotions, sensation-seeking personality and sociodemographic features and their linkage with subjective risk and tourism consumer behaviour.

Findings. A conceptual model is presented, and the discussion focuses on the preliminary results from the literature review and the specific study methodological purpose.

Research, Practical & Social implications. The world is living an unprecedented public health crisis (WHO, 2021). It has never been more critical to develop a deeper understanding of how tourists perceive risk in cities and how this perception may affect their purchase intentions.

Originality/value. Since safety is an attribute highly valued by tourists (Rittichainuwat & Chakraborty, 2012; Seabra et al, 2020), the current situation could have a long-term effect on the way people consume tourist products in cities being pertinent to rethink these subjects.

Keywords: Risk Perception; Urban Tourism; Sensation-Seeking; Emotions; Tourism Consumption On-Site.



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Acknowledgements: This research received support from the Centre of Studies in Geography and Spatial Planning (CEGOT), funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDB/04084/2020. Furthermore, we would like to thank the Faculty of Arts & Humanities of the University of Coimbra for its support. Furthermore, we would like to thank the Centre for Studies in Education and Innovation (CI&DEI) and the Polytechnic of Viseu for their support.



Room 4.9

Room nº	4.9	
Day/hour	October 29th 12.30 p.m. (GMT+1)	
Language	English	
Subject	Hospitality / Tourism facilities	
Chairperson	Suzanee Malhotra University of Delhi, India	
Paper nº	Title	Authors
29	Restaurants in Portugal: Management for liquidity or profitability?	Ana Lucas , Ana Ramires
130	Macao's recreational facilities and city branding	Carlos Siu Lam , Lynn Jamieson
135	Cost structure in the hotel industry - comparison between Portuguese and Spanish hotels	Ana Isabel Costa , Conceição Gomes, Luís Lima Santos
147	Perspective of laid-off employees towards retrenchment and outplacement programs of selected airline companies in the Philippines	Lizette Vicente

Restaurants in Portugal: Management for liquidity or profitability?

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Ana Ramires

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Structured Abstract

Purpose. To identify the bases of decision-making of Portuguese restaurant investors: if by liquidity or profitability, by NUTS II regions.

Theoretical framework. The main Portuguese business structure is of small and micro companies, and restaurant units are no exception. Although the main goal of investors is usually profitability, in most of those companies the operational management is based on the liquidity.

Design/methodology/approach. The sample includes financial information from 16,716 restaurant companies, returned from the SABI database. One-way repeated measures ANOVA was conducted to compare the effect of region on liquidity and profitability, from 2015 to 2019.

Findings. There is evidence of a significant main effect of the region on liquidity and profitability overtime. The average liquidity of companies in Lisbon and Tagus Valley and Algarve is higher than in other regions. Concerning profitability, the Algarve has higher values than all other regions.

Research, Practical & Social implications. This paper's findings will help restaurant investors to better decision-making in the post-COVID-19 restarting. Although research in the hotels and lodging industry is already in full development, research in restaurant sector issues is still incipient. This study will encourage this research topic.

Originality/value. This study is justified with the urgent need to better support investors' decisions, as in the post-COVID-19 years' restaurant companies' decisions shall be more accurate, to recover from the pandemic period that hit this sector very seriously.

Keywords: Liquidity; Portugal; Profitability; Restaurants; Restaurants management.



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Macao's recreational facilities and city branding

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Structured Abstract

Purpose. This paper is to evaluate the use of culture and recreational facilities to change Macao's branding.

Theoretical framework. The concepts of push and pull factors that influence travel decisions (Baloglu and Uysal, 1996; Crompton, 1979) were reviewed. In their attempts to differentiate themselves from other competitors, many destinations have utilized culture to create their unique brand (Anholt, 2009). Despite this, scholars like Sou et al. (2016) indicated that culture is not enough to play down Macao's strong gaming brand. Following this, the increased use of recreational facilities and culture is explored to attract different types of tourists to help change the tourists' perception of Macao.

Design/methodology/approach. Semi-structured in-depth interviews with high-level executives in the sector of recreational facilities in Macao are utilized, together with the data from the annual reports of the concessionaires. Such data are analyzed based on the Miles and Huberman (1994) model.

Findings. Instead of further developing the gaming industry to develop Chinese- and/or Portuguese-themed casinos (Gu, 2004) the authors suggested the use of culture and recreational facilities for destination rebranding.

Research, Practical & Social implications. This qualitative research relies on rich data from informed insiders in the sector of recreational facilities.

Originality/Value. This study is one of few which focuses on the recreational facilities in destination branding.

Keywords: Macao; Recreational facilities; Branding.



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Cost structure in the hotel industry - comparison between Portuguese and Spanish hotels

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Structured Abstract

Purpose. With a global economy it is important to reduce the inefficiency in any business, especially in terms of controlling and managing costs. The main objective of this study is to compare the cost structure between Portuguese and Spanish hotel companies.

Theoretical framework. The strategic management has becoming important (Bromwich, 1990, 1992; Bromwich and Bhimani, 1989), but it was proposed that cost management is behind the company itself and must be seen in a long scale and widespread paradigm. It is necessary to explain that each company has a reality that is not comparable between them and is subject to different types of constraints, which limit not only the actions that each one takes, but also future analysis and procedures, regarding the internal costing system (Pavlatos, 2011).

Design/methodology/approach. The methodology used in this study is based on the analysis of the profit and loss statement, as well as questionnaires, presented to the directors of the hotels in question, which gave clarification how the information is being obtained and how is used after.

Findings. Hotel companies have limited human, financial, and technological resources available, and when they need to do this internal cost control the information obtained is not adapted to their reality. So, the financial statements satisfy the internal goals, but data should be treated with accuracy. The results obtained are mainly used by managers for pricing and profitability analysis.

Research, Practical & Social implications. Comparing realities on cost structure in the hotel industry in two countries that are close, not only geographically, will help managers in the process of implementing rational decisions.



Originality/Value. This study has the aim to present the reality of several types of hotel companies, and how the structure cost is, considering if they are independent or part of a joint-venture or a chain.

Keywords. Comparative Cost Analysis; Costs Management; Tourism Ventures.

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Perspective of laid-off employees towards retrenchment and outplacement programs of selected airline companies in the Philippines

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Structured Abstract

Purpose. The objective of the research is to identify the difference between the retrenchment and outplacement programs and services provided by Philippine Airlines and Cebu Pacific Air, Inc. through the perspective of its voluntary and involuntary laid-off employees. The importance of these programs will be determined and can help in developing strategic and effective retrenchment and outplacement programs in the Airline Industry.

Theoretical framework. The research is anchored on the theoretical framework of Aquilanti and Leroux (1999) called The Aquilanti Integrated Model of Outplacement (AIM) that illustrates the process of how outplacement should be done by the organization when laying off employees happens.

Design/methodology/approach. The research will utilize a convergent mixed-method research design that combines quantitative and qualitative data collection and analysis. A total of 350 laid-off airline employees will be surveyed using a researcher-made questionnaire, and an in-depth qualitative interview will be conducted to the public sector. The reliability and strength of association of the determinants and variables will be tested with Cronbach's Alpha and Pearson's Correlation using SPSS.

Findings. The research findings will provide insights to human resource practitioners in developing strategies and effective programs for the employees leaving the organization.

Research, Practical & Social implications. It is considered that in the knowledge management process, the research findings may prove the importance of retrenchment and outplacement programs to the Airline Industry.

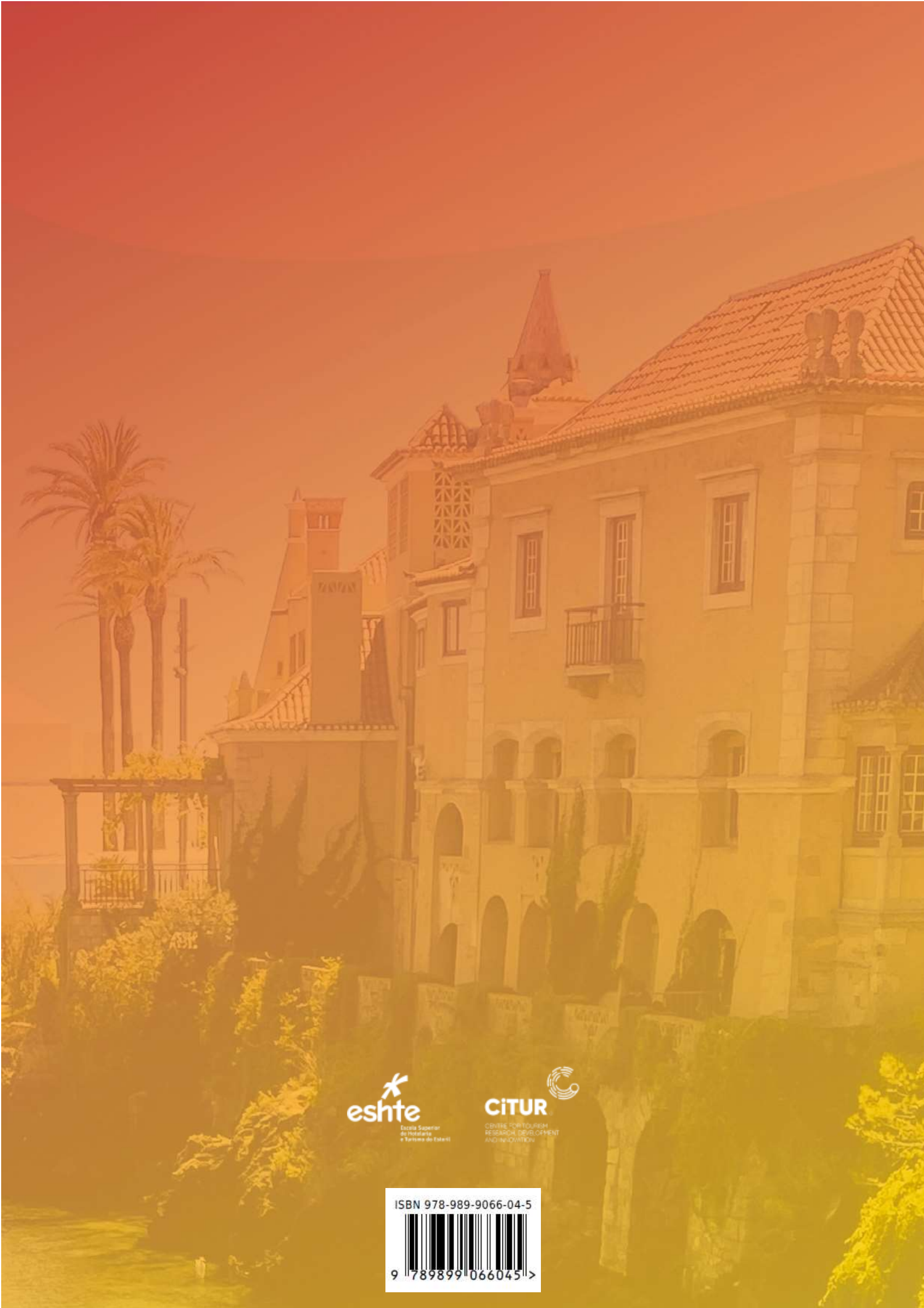
Originality/Value. The research will contribute ideas for the organization to improve and enhance its retrenchment and outplacement programs and eliminate programs that are not beneficial.



Keywords. Laid-off; Retrenchment; Outplacement; Airlines.

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