

# THE IMAGE AND SUSTAINABILITY OF TOURISM DESTINATIONS

PROCEEDINGS OF  
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2019

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## **WELCOME LETTER**

Dear ITC'19 delegates,

On my own behalf, and on behalf of Centre for Tourism Research, Development and Innovation (CiTUR), we welcome you on the 11th edition of the International Tourism Congress – Funchal, Madeira, Portugal!

Following the previous steps of the Center of Tourism Applied Research, CiTUR is now a transformed R&D unit that bring together over 200 researchers from 17 institutions of the polytechnic subsystem of Portuguese higher education (polytechnics and universities).

Under the main theme “The Image and Sustainability of Tourism Destinations”, this 11th edition aims to be a forum to discuss updated issues on tourism and related topics. We believe that serious work and networking research is the chosen path to success!

The CiTUR's commitment to scientific and technical research, under the umbrella of sustainability and innovation, is the point from where we invite all the researchers to present their studies on several areas of tourism, such as “sustainability and development strategies”, “entrepreneurship, innovation and creativity”, “new products”, “consumer behaviour”, “tourist resources management”, “market strategy”, “destination branding / image / competitiveness”, “tourist information services” and “education and training”.

In ITC'19, conditions are created for the publication of conference papers. Apart from the Conference Proceedings, The European Journal of Tourism, Hospitality and Recreation (EJTHR), official journal of both CiTUR and ITC'19, plans to publish selected conference papers following a blind refereeing process; this opportunity is also available, for selected conference papers, on Enlightening Tourism and Finisterra, both indexed journals on SCOPUS.

Before finishing, I would like to express my special gratitude to the Colleagues evolved in this Organization, both from the Universidade da Madeira and the Instituto Politécnico de Leiria, namely the team leaders, Susana Teles and Paulo Almeida! A warm ‘Thank you!’ to our Keynote Speakers and other active participants!

I hope you will find this Conference to be a stimulating and informative event!

**Jorge Umbelino**

CiTUR Director

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## KEYNOTE SPEAKERS

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## **LUIZ MOUTINHO**

**Suffolk Business School, University of Suffolk, UK**

Professor Luiz Moutinho (BA, MA, PhD, FCIM) is Visiting Professor of Marketing at Suffolk Business School, University of Suffolk, Ipswich, England, and Visiting Professor of Marketing at Universidade Europeia and the Marketing School, Portugal.

During 2015 – 2017 he was professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains – BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland. In 2017 Luiz Moutinho received a degree of Professor Honoris Causa from the University of Tourism and Management Skopje, FYR of Macedonia.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 29 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. Professor Moutinho has over 150 articles published in refereed academic journals, 34 books and more than 11,500 academic citations, the h-index of 50 and the i10-index of 161.



## **JORGE UMBELINO**

**Escola Superior de Hotelaria e Turismo do Estoril, Portugal**

He is nowadays a Professor of the Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), as he was in the past of the Universidade Nova de Lisboa, Instituto Superior de Línguas e Administração and Instituto Superior de Novas Profissões. He has been lecturer in several Universities, such as the Universidade de Coimbra, Universidade de Lisboa, Universidade do Algarve and Universidade do Minho.

Researcher and National Director of the Centre for Tourism Research, Development and Innovation (CiTUR).

He played several academic roles, such as Member of the Audit Team (Tourism Programs) of the Agency for Assessment and Accreditation of Higher Education – A3ES / Agência de Acreditação e Avaliação do Ensino Superior (A3ES) and Member of the Coordination Team of the Doctoral Program in Tourism (Institute of Geography and Territory, University of Lisbon / School of Hospitality and Tourism of Estoril). He published 6 books and 6 book chapters, as well as 8 educational books for high school and 49 scientific papers (journals, proceedings), 14 in newspapers and magazines.



## **ALFONSO VARGAS**

**Universidad de Huelva, Spain**

At present (since 2001), he is a Full Professor at the University of Huelva, in its Management and Marketing Department. His basic research is oriented towards Strategic Management, which is complemented with applied research focused, as main lines, on Social Economy (management of agrarian co-ops), and, currently, tourist companies and destinations. For three six-years periods,

Prof. Vargas has been awarded by the National Agency for Quality Assessment and Accreditation of Spain (ANECA) a positive research assessment.

Currently, he serves as R&D Director in the International Institute for Research and Development of Special interest Tourism, SIT11, Iran (2017-), Visiting Professor in the UK at the York St John Business School (2010-), and in the University of the Algarve (Portugal), where he is an invited researcher. Additionally, he collaborates with the Agency for Assessment and Accreditation of Higher Education (A3ES) in Portugal, as external expert, with NCYU in Taiwan, as faculty in its Global Master Program of Tourism and Management, and as Vice-President of EATSA (Euro-Asia Tourism Studies Association).



## **JOSÉ MANUEL SIMÕES**

**Institute of Geography and Spatial Planning, University of Lisbon**

Full Professor at IGOT – Institute of Geography and Spatial Planning, University of Lisbon. Scientific Coordinator of Phd Tourism IGOT-University of Lisbon. Coordinator of TERRITUR: unit for Touristic, Culture and Territory Studies, Centre for Geographical Studies. Member of the Administration Board of the Foundation of the University of Lisbon (2007/2012). Executive member of the

National Commission for the Centenary of Tourism in Portugal (2010-2011).

Coordinator of Master “Territory Management and Urbanism” Department of Geography, Faculty of Arts, University of Lisbon (2006 / 2010). Member of Evaluation Panel of Integrated Actions and of Panel CAPES (2005-2008; 2010/2014). Scientific Referee of Finisterra, Centre for Geographical Studies, University of Lisbon. Department of Geography of the Faculty of Arts, University of Lisbon (1998). Vice-chairman of the Scientific Council of the Faculty of Arts, University of Lisbon (1995 / 1997). Member of the Administration Board of Centre for Geographical Studies, University of Lisbon (1993 /1996). Member of the board of AUP – Portuguese Urbanists Association.



## **ANTÓNIO ALMEIDA**

### **University of Madeira, Portugal**

António Almeida graduated at the University of Coimbra, and completed his PhD at the University of Newcastle upon Tyne (Equivalence of Degree by the University of Azores). He currently serves as the coordinator of the Observatory of Tourism in Madeira. In addition, he is a Senior lecturer at the Faculty of Social Sciences at University of Madeira. His research interests include regional economics and tourism development in Madeira

**KEYNOTE SPEAKERS**

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**ABSTRACTS**

## **THE END OF TOURISM AS WE KNOW IT**

**Luiz Moutinho**

Suffolk Business School, University of Suffolk, United Kingdom

The speech is focused on the exploration of future in tourism; key signals of change are tackled... starting with environmental sustainability and responsibility in tourism issues and civilized environment, healthy air and biophilia and the need for a conscientious stance... Some critical future impacts are highlighted at the early stage of the presentation like new trends in tourism product policy, authenticity, human values and trends... The future of tourism through new technologies is then introduced, starting with democratization of advanced technology, personalised and attentive environments, application of robots, AI, automaton technologies, and advantages of consumer genomics in tourism is explained.

The need and new challenges and new roles DMOs are emphasised, as well as many other issues such as disruption in destination branding, the role of collaboration instead of competition and the need to construct open and collaborative governance able to manage the communities of interests at tourism destinations and establish balanced systems of infrastructures, relations and values.

## **ACCESSIBLE AND INCLUSIVE TOURISM: WHY WE SHOULD BELIEVE**

### **Jorge Umbelino**

Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Accessible and Inclusive Tourism is i) an interesting research topic, ii) a nice conversation issue, iii) a wishful thinking and iv) a promising economic opportunity, but still v) a hard concept to develop and put into practice. Therefore, why this broken chain in what seems to be a top idea?

The objective of this presentation is twofold: firstly, to tell a story about Accessible and Inclusive Tourism, clarifying the main concepts that characterize it and focusing on the ethical and economic perspectives of its understanding; secondly, to challenge the audience in what relates to their own knowledge on and commitment to the topic.

The management of Accessible and Inclusive Tourism is the guide to drive the attendees through this market segment, discussing the reasons of some misunderstandings or misbeliefs on the opportunity that Accessible and Inclusive Tourism may represent. It is crucial to replace the concept of disabled tourists by the broader one of tourists with special needs, including in this last one the fundamental group of the seniors.

To conclude the presentation, some lessons learnt from practice will be used to highlight and spread relevant information about Accessible and Inclusive Tourism.

## **CIRCULAR ECONOMY AND TOURISM: A MODEL SHIFT**

**Alfonso Vargas**

University of Huelva, Spain

An advance of the state of the art of academic research in the intersection between circular economy and tourism will be presented, identifying the approaches used by researchers when studying the application of circular economy principles in the tourism industry. The main research questions are: How has the relationship between the circular economy and tourism been observed by authors? What have been the methodological focuses and theoretical foundations that have given the shape to this field of study till now? To this purpose, a systematic search in the databases of ISI Web of Science was performed.

The characterization of research in this area, with both a bibliometric and bibliographic analysis, is offered. More specifically, a detailed picture on the content of the research carried out in the abovementioned intersection is presented: evolution over time, most prolific authors, institutions and countries, journals, conferences and publishers that have paid more attention to this topic, type of research performed, objects of study, methodologies used, main contributions...

To conclude, the proposal of a research agenda in this still under-studied area is suggested, as a vehicle to stimulate the debate on the implications of circular economy implementation (understood as a model shift, within the paradigm of sustainability, intended to replace the traditional linear economy) in the tourism industry as a whole.

## **LISBON: SUSTAINABILITY AND CHALLENGES FOR A WORLD'S LEADING CITY DESTINATION**

**José Manuel Simões**

Institute of Geography and Spatial Planning, University of Lisbon, Portugal

In recent years, the demand for tourism in the city of Lisbon has grown quickly, and several factors have converged for that, such as: (i) the development and qualification of accommodation and cultural and sporting events; ii) increase in low cost flights, associated with the creation of bases by some airlines; iii) insecurity associated with political, religious and war conflicts that emerged in competitive destinations. The dynamics of tourism development and attractiveness were such, that Lisbon became, within the framework of the World Travel Awards, a winning destination in various categories, both at European and even world level.

Following this, tourist demand markets widened and the pressure of flows on the city, and in particular on its old neighborhoods, intensified, as in other European cities, creating sustainability problems and uncertainties, social movements. and policies antagonizing the city's tourism development trajectories. Overtourism, gentrification and adulteration of local identities have become constant themes in the Portuguese media, oftentimes with erroneous arguments, which should be reflected on scientific basis, so that if they are aroused, strategies and actions that continue to ensure development, sustainability and affirmation of destiny Lisbon should be studied and implemented.

## **DETERMINANTS OF ATTENDEES' EXPENDITURE: EVIDENCE FORM A PORTFOLIO OF EVENTS**

**António Almeida**

University of Madeira, Portugal

This study aims at investigating the determinants of attendees' expenditure participating in a number of well-known events staged in Madeira. In order to identify the most important variables we run a LASSO regression in parallel with standard econometric procedures. It is suggested, based on the results, that the benefits accruing to the local community will be enhanced by promoting in a synergistic way number of initiatives and resources aiming at increasing the quantity and quality of the information available as well as que intrinsic quality of the events. The events under analysis share to a certain extent a number of commonalities and similarities such as being rooted in the cultural traditions of the island, a similar average background in terms of visitors' profile and key role in the tourism development strategy. Therefore, there is room to improve the overall quality and impacts of the portfolio of events based on common strategies and initiatives, provided however that the next steps are based on scientifically substantiated.

**PARALLEL SESSIONS**

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**ABSTRACTS**

## **A NEW DIMENSION ON SUSTAINABILITY OF TOURISM DESTINATIONS: THE "GREEN WATER" PROGRAM**

**Diana Forisa<sup>a</sup>, Adriana Tokarb<sup>b</sup>, Dănuț Marcel Tokarc<sup>c</sup> and Tiberiu Forisd<sup>d</sup>**

<sup>a</sup> Assoc. Prof., Faculty of Food and Tourism, Transilvania University of Brasov 29 B-dul Eroilor Str., 500036, Brasov, Romania  
diana.foris@unitbv.ro

<sup>b</sup> Assoc. Prof., Faculty of Civil Engineering, University Politehnica Timisoara 2 Traian Lalescu Str., 300223, Timisoara, Romania  
adriana.tokar@upt.ro

<sup>c</sup> Ph.D. Faculty of Civil Engineering, University Politehnica Timisoara 2 Traian Lalescu Str., 300223, Timisoara, Romania;  
tokardanut@yahoo.com

<sup>d</sup> Prof., Faculty of Economic Sciences and Business Administration, Transilvania University of Brasov  
29 B-dul Eroilor Str., 500036, Brasov, Romania;  
tiberiu.foris@unitbv.ro

In agreement with lasting development and ensuring a sustainable future for tourism destinations in Romania, the article proposes measures to support the environment with positive effects on natural freshwater resources and consumption. The study presents the context, the necessity and the development justification for a sustainable tourism development strategy and a government program proposal, named "Green Water", based on sustainability of tourism destinations and environmental protection in Romania and focused on the reduction of drinking water consumption through the recovery and storage of meteoric waters. The analysis of climatic parameters, of harvested rainwater quality indicators in two mountain tourism destinations (Brasov and Predeal) and the proposed technical solutions were performed to justify the usefulness and the necessity of implementing this new program.

**Keywords:** Green water, Tourism destinations, Environmental protection, Government policy, Rainwater recovery, Sustainable development.

## **ACCOUNTING FOR DISSIMILARITIES IN HOSPITALITY COSTS AMONG PORTUGUESE REGIONS**

**Íris Tourita<sup>a</sup>, Conceição Gomes<sup>b</sup>, Cátia Malheiros<sup>c</sup> and Luís Lima Santos<sup>d</sup>**

<sup>a b c d</sup> CiTUR - Centre of Tourism Research, Development and Innovation Escola Superior de Turismo e Tecnologia do Mar, Santuário N. S.ra dos Remédios, 2520-641 Peniche

4180379@my.ipleiria.pt

conceicao.gomes@ipleiria.pt

catia.malheiros@ipleiria.pt

llsantos@ipleiria.pt

Hospitality industry is characterized by some specificities such as high fixed costs, labour intensive and intensive capital. All of these implies a unique cost structure that will be different from the others industries. A large share of operating costs in the hospitality industry is fixed costs, including labour costs. Those differences will imply a divergence in the use management accounting techniques so that manager decisions will be better.

The hotel performance diverges according the location and the cost structure has got a great influence in the company's performance. It is also known that competition influence the enterprises costs, and the hospitality competition is diverse among Portuguese regions. Therefore, it could be asked if the cost structure varies according to location of the hotel company.

Data was collected on July 4, 2019, on the SABI platform and the sample is composed by 1808 hotel companies registered in Portugal with two economic activity codes (CAE), "55111 - Hotels with restaurant" and "55121 - Hotels without restaurant". The cost structure was analysed in the 2010-2017 period through the costs presented in income statement.

The findings provide current trends about hospitality industry cost structure and the evolution between 2010 and 2017. In Portugal, in general terms, supplies and external services have got the largest share of the cost structure.

In addition, an inter-comparison regions was made, which determined that cost structure is significantly different. In fact supplies and external services, labour cost, cost of goods sold and materials consumed and depreciation have a different weight among the Portuguese regions.

**Keywords:** Hotel companies, Hospitality industry, Cost structure, Hospitality costs, Supplies and external services, Labour cost.

## **ADVENTURE TOURISM SAFETY MANAGEMENT IN PORTUGAL - CANYONING CASE STUDY**

**Mário Silva<sup>a</sup> and Maria do Céu Almeida<sup>b</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril / CİTUR  
mario.silva@eshte.pt

<sup>b</sup> Escola Superior de Hotelaria e Turismo do Estoril  
maria.almeida@eshte.pt

Tourism development associated to the demand of nature based and adventure activities reflects the evolution of motivations and behaviours of tourists in terms of the growing interest in active, challenging and emotional tourism practices. Nature based tourism is strongly represented in the leisure and recreation tourist subsector, usually associated with enjoyment of components, observation and physical activity. Adventure tourism is closely linked to nature tourism and includes several activities that provide exposure to challenging and exciting environments and situations, many of them currently called increased risk activities. If undertaken with an appropriate framework, correctly managing the various hazards and risk factors, general and specific of activities, the desirable safety conditions are ensured.

The provision of leisure and recreation tourism services should be guided by actions in which priority is given to issues of safety and risk management, particularly in increased risk activities, due to the characteristics of activities and factors associated with the environment, the techniques, the equipment and stakeholders. Thus, the sustainability of the subsector, given the growing demand for these tourist products, recommends the implementation of safety management measures applied by adventure activities, including leisure and recreation tourism service providers.

Safety management in adventure tourism is the focus of this investigation, particularly in canyoning. The role of the service providers is critical to promote the safety of adventure tourism activities, both for participants and for the staff, which should take a preventive approach, as the safety of the participants is one of the essential requirements for quality of service and, in case of an accident, it may be difficult to avoid the negative effects in terms of image and market.

This research addresses the safety management practices in adventure tourism in Portugal, taking into account the perspective of leisure and recreation tourism service providers. The methodology is based on the questionnaire addressed to leisure and recreation tourism service providers listed on the national register, developing canyoning activities in the field of nature based and adventure tourism. This

methodology supports some guidelines for the continued and effective improvement of safety of canyoning staff and participants, in the field of adventure tourism activities in Portugal.

**Keywords:** Adventure tourism, Leisure and recreation tourism, Nature based tourism, Risk management, Safety management, Canyoning.

## **AGROTOURISM: AN OPPORTUNITY FOR THE SUSTAINABLE DEVELOPMENT OF THE AGRICULTURAL SECTOR IN THE PROVINCE OF LOS RÍOS, ECUADOR.**

**Elisa Solis Argandoña<sup>a</sup> and José Antonio Camúñez Ruiz<sup>b</sup>**

<sup>a</sup> University of Guayaquil, Ecuador/ University of Sevilla, Spain

elisa.solisa@ug.edu.ec

<sup>b</sup> University of Sevilla, Spain

camunez@us.es

Agrotourism is considered as an incentive to the economy of the agrarian communities, achieving as a whole, to value the cultural elements that highlight, such as its lifestyle, work modes and tools, being these traditional or ancestral, among others aspects of social and environmental characters that can be obtained. In this context, many countries are taking initiatives to propose its development in a sustainable way, especially in Latin America, where, some territories have agricultural vocation, such as Argentina, Perú or Panamá. Meantime, in Ecuador, little is known about places where agrotourism is carried out, yet when there are provinces where predominate agricultural activities, therefore, the present research had as aim determinate the potential that the Province of The Rivers has to promote Agrotourism, using as analysis instrument the FODA matrix. The results obtained in mentioned province highlight that, yet traditional agriculture is practiced, having long and short cycle crops, achieving to stand out the ones of banana and cacao. Nevertheless, regarding the infrastructure is requested to improve the first and second order highway, so also, it should implement antennas that allow to enlarge the telephone connectivity. At the same way, it should deepen in the community compromise to post for agritourism, but in spite of this, are few the efforts that it has been made regarding this matter. Finally, it should elaborate studies and projects that allow to design agroturistic products which respond to the needs of the target market segment, and that, at the same time, it properly complement with the characteristics of the territory.

**Keywords:** Agrotourism, Sustainability, Province of Los Rios, Potential.

## **AN APPROACH TO TOURISM PERFORMANCE OF PORTUGUESE MUNICIPALITIES CONSIDERING THEIR HOTEL ESTABLISHMENTS**

**Rodrigo Soares<sup>a</sup> and Maria Isabel Pedro<sup>b</sup>**

<sup>a</sup> Universidade Lusíada, Rua da Junqueira, 188-198, 1349-001 Lisboa  
rpoares44@gmail.com

<sup>b</sup> CEG-IST – Center for Management Studies, Instituto Superior Técnico,  
Universidade de Lisboa, Av. Rovisco Pais, 1049-001 Lisbon, Portugal  
ipedro@tecnico.ulisboa.pt

The weight of tourism in the Portuguese economy has grown remarkably in recent years and, given its importance, has been constantly under the attention of rulers, investors, entrepreneurs and the general population. The strengthening of tourism in underdeveloped areas allows the development of these areas, fixing the population, improving infrastructure, as well as all other activities that contribute to the prosperity of the region and the country in general. As it is important for all regions to improve their competitiveness at the tourism level, tourist establishments play a key role in attracting tourists. So, the objective of this study is, through the use of the DEA methodology, to analyse the efficiency of Portuguese municipalities considering their tourist establishments. The results were further broken down into a set of criteria: location (coastal or non-coastal), proportion of foreign tourists (over 50% and less than 50%) and level of urbanization (sparsely populated, moderately populated or densely populated). The results were obtained using two models: one with five inputs and four outputs and another, due to the high correlation between the variables, with only one input and one output. Both models showed high levels of inefficiency although significantly worse when the number of inputs was restricted by principal component analysis. It was also concluded that regions with high levels of urbanism need high percentages of foreign tourists to be efficient, regardless of whether they are located in coastal areas or not. Sparsely populated urban areas do not need to have a high percentage of foreign tourists or to be in coastal areas to be efficient. It was also found that small municipalities such as São João da Madeira can reach the maximum level of efficiency.

**Keywords:** Tourism, Hotel Establishments, Portuguese Municipalities, DEA, Efficiency.

## **ANALYSIS OF THE ECONOMIC IMPACT OF TORRE DE MONCORVO'S MEDIEVAL FAIR FOR LOCAL DEVELOPMENT**

**Aida Carvalho <sup>a</sup>, Joana Fernandes <sup>b</sup>, Victor Moreira <sup>c</sup>**

<sup>a, b, c</sup> Instituto Politécnico de Bragança, Campus de Santa Apolónia 5300-253

Bragança, Portugal; CITUR

acarvalho@ipb.pt

joanas@ipb.pt

victor.moreira@torredemoncorvo.pt,

An event is an occasion, planned and organized with a specific goal, which occurs at a particular time and place, for a target audience. The multitude of factors inherent to its creation and organization lead to endless classifications, dividing them into categories, interest area, audience types, periodicity, program, objectives, and so on.

Due to an event's ability to generate new flows of people, they can economically boost a city, a neighbourhood or a street, making it an excellent opportunity for local development and promotion.

Many events do create a large influx of people over their lifetime, but their effects can be much broader by the ability to stimulate information through the media by putting the promoter's name and location in the public mind and giving a positive image about the promoter and/or the destination where the event takes place. This motivates the influx of new people to the destination in order to attend the event. However, many are also attracted by the destination itself, influenced by the increase of information in the media, thus intensifying future visits. The case presented here concerns the municipality of Torre de Moncorvo that has been focusing on the Medieval Fair, a large annual event.

The objective of this study is to estimate the economic impact of the Medieval Fair, using secondary data, through the consultation of specialized bibliography and through information available from different entities involved, and using primary data, in a quantitative approach, with surveys to exhibitors and visitors during the Medieval Fair.

With this study and the results achieved, the promoter will be able to devise strategies for the enhancement of the event, seeking to attract more visitors, increasing the average length of stay of tourists, their loyalty to the destination, and boosting local economy and job creation.

**Keywords:** Medieval Fair, Events, Torre de Moncorvo.

## **ANALYSIS OF THE SOCIODEMOGRAPHIC PROFILE OF WINE TOURIST VISITING THE DOURO, BASED ON PUSH AND PULL MOTIVATIONS.**

**Adriano Costa <sup>a</sup>, Cristina Barroco <sup>b</sup> and Joaquim Antunes <sup>c</sup>**

<sup>a</sup> CITUR, Guarda, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda\

a.costa@ipg.pt

<sup>b, c</sup> CISED, Escola Superior de Tecnologia e Gestão do Instituto Politécnico da Viseu  
cbarroco@estgv.ipv.pt

jantunes@estgv.ipv.pt

The decision-making process leading to the choice of a tourist destination is a key issue that lots of researchers have been studying very hard. But the success of a tourist destination is based essentially on the knowledge of tourists' motivations and on the understanding how these motivations influence the choice of specific destinations as well as the satisfaction and the loyalty to the tourist destination (Costa, 2014; Flavin et al.,2001; Kastenholz et al., 2006; Riva et al., 1999).

Hence it is important for the development of tourism and, in particular, the wine tourism, to know how to develop this process of choice. It is essential to know what pushes people to that destination and, in this case, we are talking about inner motivations, also called push motivations and, on the other hand, about what the destination offers to attract people to it and, in this case, we are talking about external motivations, also named pull motivations.

Supported by the main theories of tourism motivation, in particular by the analysis of a tourist motivation model which distinguishes "push" and "pull" motivations (Crompton, 1979; Dann, 1977), we have tried to identify the main factors associated with each of the motivation types presented.

For that purpose, an empirical survey to 519 wine tourists in the Douro region was carried out, whose results contribute to define a better marketing strategy to attract the target market, strategically defined.

**Keywords:** Wine Tourism, Push and Pull Motivations, Douro.

## **ARCHITECTURE AT SERVICE TOURISM IN RURAL AREA IN THE ALENTEJANO COASTAL SUB-REGION - SOUTHEAST ALENTEJANO NATURAL PARK AND COSTA VICENTINA**

**Paulo Ventura<sup>a</sup> and Eunice Almeida Duarte<sup>b</sup>**

<sup>a</sup> Faculdade de Motricidade Humana/ Universidade de Lisboa  
Cruz Quebrada – Dafundo / PORTUGAL;  
venturapjs@gmail.com

<sup>b</sup> IGOT / Citur – Leiria/Lisboa;  
eunice.duarte29@gmail.com

The Alentejo coastal sub-region represents about one fifth of the Alentejo and six percent of the national territory. This subregion of the Alentejo Coast is rich in areas of national and international interest for Nature Conservation, we highlight the Southwest Alentejo and Vicentine Coast Natural Park Area. When designing rural tourism projects in classified coastal areas, we will inevitably have to take into account the diversity of values and natural resources in these highly sensitive territories. These resources are embodied in various legislative constraints called Territorial Management Instruments. The protected areas, in particular the Southwest Alentejo and Vicentine Coast Natural Park, have specific characteristics and their own legislation that allow within certain legal parameters one can think of building for tourist use in this peculiar and protected coastal territory. The PNSACV Management Plan applies to the Natural Park area identified in the respective synthesis plan, covering part of the municipalities of Sines, Odemira, Aljezur and Vila do Bispo. The POPNSACV considers two distinct areas, which are subject to specific zoning, typologies and protection regimes: land area, marine and riverine. As a result of the study, it clarifies the main doubts about the typologies and protection regimes to which tourism enterprises in rural areas are subject. The conclusions allow us to state that areas with high protection status are currently very attractive and attractive places to enjoy tourism in rural areas, and, on the other hand, are those that offer great biodiversity due to the environment as opposed to urban spaces. where they fit. We believe that there is still a real need for more effective legal procedures in order to increase an attractive image and a growing demand for these tourism products.

**Keywords:** Architecture, Tourism, Rural Space, Natural Park, Territorial Management.

## **ALTERNATIVE ACCOMMODATIONS A THREAT TO HOTELS IN PORTUGAL?**

**Anabela Elias-Almeida <sup>a</sup>; Cátia Malheiros Ferreira <sup>b</sup> and Maria Sofia Lopes <sup>c</sup>**

<sup>a</sup> School of Tourism and Maritime Technology, Polytechnic of Leiria  
Peniche, Portugal. CiTUR- Centre for Tourism, Research and Innovation.  
anabela.almeida@ipleiria.pt

<sup>b</sup> School of Tourism and Maritime Technology, Polytechnic of Leiria  
Peniche, Portugal. CiTUR- Centre for Tourism, Research and Innovation.  
catia.malheiros@ipleiria.pt

<sup>c</sup> School of Tourism and Maritime Technology, Polytechnic of Leiria  
Peniche, Portugal. CiTUR- Centre for Tourism, Research and Innovation.  
maria.lopes@ipleiria.pt

The possibility to book unique accommodations around the world is growing. Since 2005 an alternative segment of accommodation is becoming a strong phenomenon in Portugal, progressively increasing in demand. There are many different types of alternative accommodations, from cheap to luxury, each operating in its own niche. In Portugal, the rise of luxury accommodations have brought new attention to the lodging sector. Traditional accommodations are also benefitting from recent travel trends. More travellers want to live and feel as a local, and less like a tourist. Today, it's becoming more about experiencing a destination for what it is and meeting other travellers who are interested in meeting new people.

Therefore, this study aims to understand the growth of tourism and alternative accommodations in Portugal, and their impact on the Hotel industry. Are alternative accommodations a threat for hotels? And what about hotel operational performance? To answer these two questions the present study examines the effects of alternative accommodations supply on two key hotel performance metrics: occupancy rate and RevPar in all Portuguese hotels for the period between 2014 and 2018.

Keywords: Alternative Accommodations, RevPar, Occupancy Rate.

## ARE HOTEL COMPANIES CREDITWORTHY? THE CASE OF PORTUGUESE HOSPITALITY INDUSTRY

Ricardo Pãozinho <sup>a</sup>, Luís Lima Santos <sup>b</sup>, Conceição Gomes <sup>c</sup> and Cátia Malheiros <sup>d</sup>

<sup>a, b, c, d</sup> CiTUR - Centre of Tourism Research, Development and Innovation

Escola Superior de Turismo e Tecnologia do Mar, Santuário N. S.ra dos Remédios,  
2520-641 Peniche

4170480@my.ipleiria.pt

llsantos@ipleiria.pt

conceicao.gomes@ipleiria.pt

catia.malheiros@ipleiria.pt

The hospitality industry achieved an important place in modern economies, namely in terms of the contribution for the GDP and for direct and indirect employment. Considering that, this paper aim to highlight the hotel companies' level of solvency, as a sustainability factor in an extremely competitive sector.

The main structure ratios of Portuguese Hotels in the 2010-2017 period will be analysed; data was collected on July 4, 2019, on the SABI platform and the original sample is composed by 2161 hotel companies registered with two economic activity codes (CAE), "55111 - Hotels with restaurant" and "55121 - Hotels without restaurant".

The structure ratios, also known as debt ratios, highlight the importance of financing sources (resources), as well as the way in which financing is applied (applications). On the other hand, capital raising by companies, whether they are from the hospitality sector or not, should be carried out at the lowest cost in order to maximize their value. For the hotelier it is essential to have his company balanced in the medium and long term; that is the reason why the investment coverage ratio, the fixed assets coverage ratio, the financial autonomy ratio and the solvency ratio were considered in the analysis.

It is expected to obtain results that help hospitality managers understand the importance of the solvency and to guide the management for the financial sustainability in the medium and long term.

**Keywords:** Financial sustainability, solvency, creditworthy, hotel companies, hospitality industry.

## ASSESSING THE LIQUIDITY IN PORTUGUESE HOTEL COMPANIES

**Catarina Silva<sup>a</sup>, Luís Lima Santos<sup>b</sup>, Conceição Gomes<sup>c</sup> and Cátia Malheiros<sup>d</sup>**

<sup>a, b, c, d</sup> CiTUR - Centre of Tourism Research, Development and Innovation

Escola Superior de Turismo e Tecnologia do Mar, Santuário N. S.ra dos Remédios,  
2520-641 Peniche

4170280@my.ipleiria.pt

llsantos@ipleiria.pt

conceicao.gomes@ipleiria.pt

catia.malheiros@ipleiria.pt

The hospitality companies have had substantial growth in the tourism sector which gives them a large part of the revenue generated by the sector. In this regard, its impact, whether negative or positive, is quite high and generates a response to a need felt by agents of the environment in which it operates.

As a short-term sustainability indicator, the liquidity level of a company demonstrates its ability to repay its obligations, being a great management support for decision making and anticipation of financial problems that may arise. Considering the volatility of hotel companies, greater importance is given to the study of liquidity.

The main liquidity ratios of Portuguese hotels in the 2010-2017 period will be analysed; data was collected on July 4, 2019, on the SABI platform and the original sample is composed by 2161 hotel companies registered with two economic activity codes (CAE), “55111 - Hotels with restaurant” and “55121 - Hotels without restaurant”.

The assessment of liquidity level will be important do decision makers understand if there are differences between hotels with or without restaurant and among the Portuguese districts where hotels are located.

The results of this study are expected to be of assistance to hotel managers as decisions taken within the organization can be more deliberate and informed.

**Keywords:** Short-term sustainability, liquidity, hotel companies, hospitality industry.

## **BALANCED SCORECARD AND TABLEAU BORD: DISSEMINATION OF KNOWLEDGE IN THE HOTEL SECTOR**

**Catarina Nunes<sup>a</sup> and Maria João Machado<sup>b</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril  
Avenida Condes de Barcelona n° 808, 2769-510 Estoril;  
catarina.nunes@eshte.pt

<sup>b</sup> Universidade Lusófona, Escola de Ciências Económicas e das Organizações  
Campo Grande 376, 1749-024 Lisboa, Portugal,  
maria.joao.machado@ulusofona.pt

The general objective of this study is to contribute to the knowledge about the performance evaluation methods used in the hotel sector. Specific objectives are the following: analyze the knowledge rate of Tableau Bord and Balanced Scorecard; identify if there is an association between this knowledge and the characteristics of the Chief Financial Officer (CFO). The data collection method used was the application of a survey to the CFO of the four- and five-star hotels operating in Portugal, having been obtained 275 valid answers. The results allow us to conclude that: Tableau Bord is very little known, while the Balanced Scorecard is known by most CFO; there are associations between the knowledge of these performance evaluation methods and the age and academic degree of the CFO.

**Keywords:** Tableau Bord, Balanced Scorecard, Performance evaluation methods, CFO characteristics.

## **BEYOND THE PERFECT WAVE: ENVIRONMENTAL AWARENESS OF SURF TOURISTS. THE CASE STUDY OF PENICHE, PORTUGAL**

**Sarah Springwald<sup>a</sup>, João Paulo Jorge<sup>b</sup>, Dulcineia Ramos<sup>c</sup> and Ana Sofia Viana<sup>d</sup>**

<sup>a, b, c, d</sup> Polytechnic of

Leiria, Centre for Tourism Research, Development and Innovation - CiTUR

s.springfield88@gmail.com

jpjorge@ipleiria.pt

dulcineia.ramos@ipleiria.pt

sviana@ipleiria.pt

The sustainability of surf destinations has gained considerable attention over the last decades and surfers have been identified as key stakeholders for the planning and development of sustainable surf tourism. In order to achieve changes in people's behaviour, it is important to gain insights into their beliefs and values and how these influence their decisions. Therefore, the purpose of this study is to assess surf tourists' environmental awareness by using the revised NEP scale (Dunlap et al. 2000) and additional questions, and thus, simultaneously enlightening the contradictory relationship between the representation of surfers and the environment, and further contribute to sustainable surf tourism planning and development.

A quantitative method was applied to this study by conducting a questionnaire amongst 145 surf tourists in Peniche, Portugal. The results show, contrary to other studies and the representation throughout media, that surf tourists do not identify with the term environmentalist. Nevertheless, they have a strong ecological worldview, meaning that they have an environmental awareness in a broader sense. The majority of the respondents display a mid-ecological to pro-ecological attitude. However, when it comes to surf related issues and the environment, it seems that there is a lack of awareness. Further, it shows that there is a high willingness to advocate for the environment, however, it became also evident that there is a lack of knowledge on how to advocate for the environment amongst most respondents. Thus, the findings suggest that there is a need to educate and engage surf tourists.

**Keywords:** Surf Tourists; Environmental Awareness and Attitude; Pro-environmental Behavior; New Ecological Paradigm.

## **CANARY ISLANDS COMPETITIVENESS VS. PERCEIVED SAFETY: MEDITERRANEAN COMPETITORS MARKETS**

**José Manuel Sanabria Díaz<sup>a</sup>, Teresa Aguiar Quintanab<sup>b</sup>, and Moisés Simancas Cruz<sup>c</sup>**

<sup>a</sup> Universidad de Las Palmas de Gran Canaria

jose.sanabria@ulpgc.es

<sup>b</sup> Universidad de Las Palmas de Gran Canaria

teresa.aguiar@ulpgc.es

<sup>c</sup> Universidad de La Laguna

moisiman@ull.edu.es

The maintenance of competitiveness of a mature tourist coastal destination is connected to the management strategies, capable of repositioning the image of the destination and competing in better conditions with other destinations.

The 2018 data and the provisional data available for 2019, despite denoting a negative average annual growth, continue to keep the Canary Islands with the best data in Spain, and it is the destination that have suffered less the recovery of competitors and the economic slowdown of the last years.

Since 2016, the high point of these last years since 2011, there has been a deceleration of tourist arrivals in parallel in the Canary Islands, suffering even in 2018 a setback in relation to the year 2017. The data of the last three years, must necessarily relate to the behaviour they have had in the same years, three destinations, direct competitors of the Canary Islands; Tunisia, Egypt and Turkey.

The main objective of this paper will be to analyze tourism demand evolution through detailed statistical data and link them to perception as safe destinations based on the International IPK report. In this way, we can obtain an approximate forecast of these destinations in the next years and the degree of sensitivity to unsafe situations, emphasizing the security conditions of our destinations.

**Keywords:** Tourism; competitiveness, competitors, safety destinations

## CASH-FLOW PER AVAILABLE ROOM: AN HOTEL PERFORMANCE INDICATOR

Élvio Camacho <sup>a</sup> and Bruno Freitas <sup>b</sup>

<sup>a</sup> Universidade Madeira, Funchal  
elvio.camacho@gmail.com

<sup>b</sup> Universidade Madeira, Funchal  
Brunogpf1972@gmail.com

In tourism, the principal hotel indicators mainly focus on revenue or costs. The growing need to subcontract different non-core business services to third parties, is an inevitable trend in the hotel industry. Different hotel groups clearly separate the hotel business from the real estate business. However, this separation allows to introduce new management indicators, centered on the cash flow generated by the management business and the corresponding remuneration of the real estate property. It is admitted in the present study that the cash-flow per available room (CfPAR), is a new and interesting indicator in the hotel management units, allowing the identification of the amount generated from the business that will finance the hotel for a future refurbishment. When compared to REvPAr, CAPEX and Equity, CfPAR determines the yield generate from the business, that is left for investing and to remunerate shareholders.

A case methodology is presented, with the simulation of different scenarios at the level of revenues and expenditures, in order to evaluate and what the impact on the proposed indicators.

**Keywords:** Performance Indicator, CAPEX, Tourism, Hotel Management, CfPAR, Cash-Flow.

## **CIVITAS DESTINATIONS PROJECT PROMOTING TOURISTS' SUSTAINABLE MOBILITY IN INSULAR REGIONS**

**Joana Gaudêncio <sup>a</sup> and Cláudio Mantero <sup>b</sup>**

<sup>a</sup> Horários do Funchal- CIVITAS DESTINATIONS coordination team

joanagaudencio@horariosdofunchal.pt

<sup>b</sup> Horários do Funchal – CIVITAS DESTINATIONS Coordinator

claudiomantero@horariosdofunchal.pt

During the last 15 years, Madeira Region has witnessed a significant change in the mobility patterns of residents and tourists, with high repercussions on the regional transport system, such as increase of private car usage and seasonality problems. This trend implies new mobility challenges and the need to implement innovative solutions to attract tourists to more sustainable modes, in particular to the public transport. Under this fast-changing context, European touristic destinations, recognized the relevance of the Tourism Value Chain as a core tool to act and to increase sustainable tourism and to add value to the touristic experience. Therefore, under the scope of the project, the urban public transport operator in Funchal, Horários do Funchal (HF), as project coordinator, together with the support of the Regional partners (ARDITI, CMF, SRETC and AREAM) have been implementing a set of innovations and breakthrough measures to promote integration of sustainable tourism and mobility, into the Regional system.

Hence, over the years, HF through systematic innovative approaches have been capable of promoting a shift to sustainable transport options and, consequently, to rebalance public transport modal share. It has shown to be a strategy capable of facing the severe decrease in the number of PT passengers. As a result, the project is having an essential role to boost the transition to a more aware planning scenario, including tourism in the transport system, attracting more passengers to sustainable modes. HF have been adapting the mobility offer to grant a sustainable development.

CIVITAS DESTINATIONS is a four-year project funded by the EU's Horizon 2020 Programme. The project addresses sustainable mobility and tourism, by testing and implementing measures to face the rising challenges of these two growing sectors in the 6 partner insular Regions, among them Funchal.

**Keywords:** Tourism Value Chain, Sustainable Mobility, Tourism and Mobility.

## **COIMBRA VISITOR'S PROFILE: A PILOT STUDY ON MOTIVATIONS AND TRAVEL BEHAVIOR**

**Eugénia Lima Devile<sup>a</sup>, Ana Rita Teixeira<sup>b</sup> and Susana Lima<sup>c</sup>**

<sup>a</sup> Coimbra Polytechnic – ESEC, CITUR, Aveiro University – GOVCOP, Coimbra, Portugal

eugenia@esec.pt

<sup>b</sup> Coimbra Polytechnic – ESEC, Aveiro University -IEETA, Coimbra, Portugal

ateixeia@ua.pt

<sup>c</sup> Coimbra Polytechnic – ESEC, CITUR, Aveiro University – GOVCOP, Coimbra, Portugal

sulima@esec.pt

Coimbra is a historic town that presents a huge potential for cultural tourism because of its monumentality and cultural heritage, mainly associated with University. Although the last few years the visitor's numbers have been growing due to multiple factors, it seems Coimbra is below its growth potential. Knowledge regarding motivations and travel behavior can assist in marketing and tourism product planning and development, helping the tourism sector to respond visitors' expectations, based on sustainable tourism principles.

Our research focuses primarily on the understanding of the city of Coimbra visitor's profile. Specifically, we intend to identify the main motivations to visit this destination, expectations and level of satisfaction with the city attributes.

The methodology used is based on explanatory research to assess who the visitors are and why they chose Coimbra. The data collection technique was a visitor survey applied to 2000 tourists. The visitor survey is composed by 24 questions (4 open and 20 closed).

The central findings provide evidence that the fact that Coimbra is classified as a world heritage city is an important factor in destination choice, being the university its central attraction. The most important motivations to visit Coimbra are cultural heritage and academic traditions, but there seems to be little interest in other city attractions. This represents a potential to develop innovative ways to visit the destination, creating interest and curiosity among visitors for less popular attractions, linking past history, traditions and ways of life that give meaning to the Coimbra identity.

On the other hand, it is possible to identify some patterns of dissatisfaction on some city features that must be considered on Coimbra future strategies of tourism sector. Results may help understand the Coimbra tourist market and contribute to a better tourism performance.

**Keywords:** Coimbra, Tourist motivations, Travel behavior, Tourist profile.

## **COMPARATIVE STUDY OF WATER USAGE AND WATER MANAGEMENT IN THE TOURISM SECTOR ON ISLAND DESTINATIONS**

**Natalia Antonova<sup>a</sup>, Inés Ruiz-Rosa<sup>b</sup>, Javier Mendoza Jimenez<sup>c</sup>**

<sup>a, b, c</sup>Universidad de La Laguna, Facultad de Economía, Empresa y Turismo, Camino de la Hornera s/n, 38205, San Cristobal de La Laguna, Spain

natalia.antonova.15@ull.edu.es

ciruiz@ull.edu.es

jmendozj@ull.edu.es

Tourism alongside with its contribution to economic and social development may have negative impacts on local resources, including water, which is especially relevant on island destinations. This study focuses on measuring water consumption and evaluating the system of water management in the hotel sector on two island destinations with similar origin, Tenerife (Spain) and Madeira (Portugal). The purpose of the research is to compare the water usage and water saving measures on these islands using two methods: a 20-item questionnaire and qualitative interviews with general and maintenance directors of the hotels. The results reveal that despite the similar origin of the islands, the amount of water consumed per guest-night is different, and so are the most common water saving measures. The hotels in Tenerife consume half as much water per guest-night as those in Madeira (290 litres versus 650 litres). The most commonly adopted measure to save water in both destinations is the application of water-saving devices in taps and showers, being the rest of them quite different. The study reveals that it is necessary to deepen the research in this field and to achieve a greater collaboration from the hotel sector as to establish correct water management. The results might help to elaborate proposals to improve the existing management of this essential resource, which could be used to make the destinations more resilient to the variations in water availability due to climate change.

**Keywords:** Water, tourism, hotel, island destination, sustainability.

## **COMPETITIVENESS OF GUAYAQUIL TOWARDS THE BLEISURE TOURISM**

**Alba Caicedo <sup>a</sup>, Enrique Santos <sup>b</sup> and Luís Lima Santos <sup>c</sup>**

<sup>a</sup> University of Guayaquil, Guayaquil-Ecuador

a.caicedo.barreth@ug.edu.ec

<sup>b</sup> University of Sevilla España

esantos@us.es

<sup>c</sup> Polytechnic of Leiria d CiTUR - Centre of Tourism Research, Development and Innovation Portugal; llsantos@ipleiria.pt

Guayaquil is proposed as a tourist and business destination, aiming to stand out as a digital city, with a qualified airport, a convention centre and a high-level accommodation capacity, which receives many national and international tourists, although not always as the main destination of their visit. One of the tourist markets offered by the city is that of business, due to the importance for its development, being the venue of congresses and international events, which has allowed it to gain significant value in the business tourism sector, providing a constant and profitable growth for the city.

However, the lack of study of the international market, specifically the millennials business sector, affects the competitiveness of Guayaquil compared to other destinations that already have clearly recognized the differentiated profile of these visitors, to those who offer a fusion of business and leisure tourism. The research work was carried out during the second semester of 2018, allowing to evaluate the market of the new trend bleisure in Guayaquil. The results evidence the limited supply directed to this market segment, the lack of exploitation of the business tourism, and still little capacity in the tourism sector, in order to satisfy the bleisure market. Conclusions derives the lines to deal with tourist competitiveness in business cities who also have places or activities to have a relax.

Keywords: Competitiveness, Bleisure, Tourism, Guayaquil, Tourist.

## **CONSUMER CHARACTERIZATION OF PORTIMÃO MUSEUM. A CONTRIBUTION TO ACCESSIBLE AND CULTURAL TOURISM**

**Ana Rodrigues<sup>a</sup>, Manuela Rosa<sup>b</sup> and Efigénio Rebelo<sup>c</sup>**

<sup>a</sup> Architect, Tourism PhD student

Faculty of Economics, Algarve University, Portugal  
a51489@ualg.pt

<sup>b</sup> Professor of Urban Planning

Institute of Engineer, Algarve University, Portugal  
mmrosa@ualg.pt

<sup>c</sup>Professor of Quantitative Methods

Faculty of Economics, Algarve University, Portugal  
elrebelo@ualg.pt

The cultural tourism in the historic center of Portimão has seen significant growth, namely by the existences of new venues. The objective of this study is to characterize consumers of cultural tourism, having in consideration the Museum of Portimão.

This study was developed with a literature review and data analysis. The theoretical knowledge promoted a better understanding and interpretation of the data, from several areas, such as: urban rehabilitation and edification, tourism and culture. The data were provided by the Museum of Portimão, Municipality of Portimão, regarding the number of visitors from 2008 to 2018, and also, relative to the nationality and age of visitors, between 2015 and 2018.

With this study it was possible to conclude that cultural tourism in historic centre of Portimão city is growing, especially in the last four years, with an increase on non-Portuguese visitors, as well as adults and particularly senior people, at the Low Season. With these results it was possible to verify that the accessible cultural tourism it's a greater value. It was also possible to verify that the strategies of urban rehabilitation and patrimonial valorization are beneficial for the construction of cultural venues. Thus provided to the historical center of the Portimão city a tourism of quality and with experiences developed from the local culture. In sum, exists cultural tourism in the Museum of Portimão and that concerned in the senior tourism.

This research can provide a better understanding of what tourism experiences and products, and urban strategies, can contribute to the development of cultural tourism - sustainable development. This research can demonstrate that the development of

cultural tourism is a long-term process and related strategies in several areas, in the area of cultural or urban heritage, accessibility and should have a sustainable approach.

**Keywords:** Cultural accessible tourism, Historic centers, Museums, Sustainability.

## CONTRIBUTIONS TO THE ASSESSMENT OF THE PROFILE OF HOTEL DIRECTORS IN PORTUGAL

Raúl Ribeiro Ferreira <sup>a</sup>, Fernando Garrido <sup>b</sup> and Álvaro Dias <sup>c</sup>

<sup>a</sup> ESHTe

raul.ferreira@eshte.pt

<sup>b</sup> bISCE

Fm.garrido@outlook.com

<sup>a</sup> cULHT

Alvaro.dias@gmail.com

Hospitality plays a key role in the tourism sector. In this sense, the competitiveness and sustainable development of destinations is closely intertwined with the management of the hotel industry, in which human resources play a key role.

This study aims to improve knowledge about the hotel supply in Portugal by assessing one of the essential links in the human resources chain, the hotel directors. To this end, we applied a questionnaire with the members of the Association of Hotel Directors of Portugal.

In analyzing the profile of hotel directors, particular attention was paid to gender and age distribution, qualifications and remuneration. We sought to assess the components of this compensation, the incorporation of complementary benefits, the importance of performance-indexed variable compensation and whether there is any gender-based compensation discrimination.

The results show that this is a male-dominated profession, that there is no gender discrimination in income and that wages in Portugal are relatively low compared to most EU countries. In contrast, contrary to expectations, the practice of awarding a performance bonus is not yet a majority.

**Keywords:** Hotel Director, Hospitality in Portugal, Tourism, Human Resources, Remuneration.

## **CRITICAL FACTORS OF SUCCESS AND INNOVATION IN THE FIRST ORGANIC TOURISM ROUTE IN BRAZIL**

**Larissa Bigóis<sup>a</sup>, Ana Claudia M. Padilha<sup>b</sup>, Verner Luis Antoni<sup>c</sup> and Marcelino de Souza<sup>d</sup>**

<sup>a</sup> Student in the Postgraduate Program in Administration (PPGAdm), University of Passo Fundo, Brazil larissabigois@gmail.com

<sup>b, c</sup> Postgraduate Program in Administration (PPGAdm), University of Passo Fundo, Brazil

anapadilha@upf.br

antoni@upf.br

<sup>d</sup> Postgraduate Program in Rural Development (PGDR) and Postgraduate Program in Agribusiness (PPGAgro), University Federal of Rio Grande do Sul, Brazil

antoni@upf.br

Tourism is an important economic, cultural and social phenomenon that moves millions of people all over the world and several multi-sector, fragmented and interdependent actors integrate it. In this context, cooperative arrays raise up and the tourism routes, which are articulated around common goals and implement innovative strategies aiming collective performances of its stakeholders, explain them. This article has a particular interest on analyzing the CSFs that boosted the creation of Via Orgânica Tourism Route, settled in the city of Garibaldi, Brazil and founded in 2016. It is also the first mover in Brazil due to the exploitation of production, industry, commerce and consumption of certified organic food and beverages as a tourist attraction.

As the main findings of this research, the data offers effective insights to understand how the CSFs contribute for innovative practices of the researched tourism route and for the strategic orientation range, that is related to goals, targets and strategies for tourism planning; the identity and image of the destiny reveals that the enterprises are in a region with recognized propensity for tourism. The brand creation was inclusive and shared by the members. Regarding the stakeholders, the route creation had the support of the public administration, organic producers' cooperative, institutions, business consulting companies, technical support in the organic production and the slow food movement. Within the range of implementing, monitoring and evaluating, it was verified that the enterprises have strategic control, which are aligned to the CSFs and innovation.

**Keywords:** Critical Success Factors; Innovation; Tourism Route; Organic Products.

## **CULTURAL DIMENSIONS IMPACT ON CUSTOMER'S EXPECTATIONS ABOUT THE HOTEL SERVICE: APPLICATION IN DIFFERENT HDI LATIN COUNTRIES**

**Mara Franco<sup>a</sup> and Raquel Meneses<sup>b</sup>**

<sup>a</sup> Centre for Tourism Research, Development and Innovation of the University of Madeira & Faculty of Economics of the University of Porto  
Penteada University Campus, Funchal; mara.franco@staff.uma.pt

<sup>b</sup> Faculty of Economics of the University of Porto  
R. Dr. Roberto Frias 464, Porto; up233177@g.uporto.pt

Due to its dynamic nature and its importance in the service process definition, customer's expectations have been hardly studied, however, very few focused on the impact of culture on customer's expectations formation, as customer's can belong to different cultures. Also, the study of customer's expectations about tourism services has increased, mostly applied in developed countries from the north hemisphere. Still, countries from different hemispheres have different levels of social and economic development and therefore, can differ in the way that culture influences customers' expectations about services in groups of countries with different levels of human development. In this sense, the main purpose of this research is to understand if cultural dimensions influence customers' expectations about a service equally in groups of countries with different levels of human development. The multigroup analysis using structural equation modelling was used to calculate the regression weights for all the path combinations in analysis for each proposed group of countries with different levels of human development. This research regarded the hotel service and data was collected from ten Latin countries: Portugal, Spain, France, Italy, Romania, Brazil, Mexico, Uruguay, Bolivia and Chile. About 1262 customers answered a questionnaire about their expectations about service dimensions of the hotel service and their cultural dimensions. Findings show that cultural dimensions influence in customers' expectations about hotel service is not equal in groups of countries with different levels of human development (HDI). Theoretically the major contribution is the application of a cross-cultural approach that demonstrated that cultural dimensions influence customers' expectations about the hotel service differently in developed and in development countries with different levels of social and economic development. Therefore, it also indicates that hotel managers will have to adapt the service according to the level of human development of each group of countries in an internationalization process.

**Keywords:** Customer's expectations, Hotel, Services dimensions, Cultural dimensions, Latin countries, Human development.



## **CURRICULAR DEVELOPMENT OF UNDERGRADUATE DEGREES IN HOSPITALITY MANAGEMENT**

**Luís Correia <sup>a</sup>, Manuel Salgado <sup>b</sup> and Carlos Costa <sup>c</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Politécnico do Porto  
Vila do Conde, Porto; lcorreia@esht.ipp.pt

<sup>b</sup> Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda  
Seia, Guarda; manuelsingado@ipg.pt

<sup>c</sup> Departamento de Economia, Gestão, Engenharia Industrial e Turismo da  
Universidade de Aveiro  
Aveiro; ccosta@ua.pt

The growth of tourism and the provision of tourist accommodation in Portugal, as well as the assessment and accreditation of higher education courses by A3ES, demand that the curriculum of an undergraduate degree of Hospitality Management, in the public subsystem (HMPS), must be better suited to the needs of the labour market. The curricular development, in Higher Education, in Portugal, is the responsibility of each Higher Education Institution (HEI), according to national and regional needs, from an integrated planning perspective of the respective network. Thus, this research aims to verify how curricular development in these HMPS is processed.

A qualitative methodology was adopted, based on an embedded single case study – the HMPS curricular development. Six units of analysis were identified with the following classification CNAEF 811 Hospitality and Restaurant (HR) and 345 Management and Administration (MA), which have been accredited by A3ES in the academic year 2014-15. The data was collected through semi-structured interviews with six course coordinators (CC) of the HMPS, documents analysis, information analysis of the HMPS websites, participant observation and record in the diary. The content analysis was performed using Nvivo 10 software and data aggregation tables were created.

The results show a diversified HPMS framework in the HEI, predominating the HEI with hospitality, tourism and management name/designation. In the scope of curricular development, although each HEI has its own procedures and organization, the CC leads the process, which generally involves several actors, undergoing 4 stages and 7 phases. The course positioning in the curricular space model can be influenced by internal and external pressures, such as the strategy and HEI positioning in the higher education system, whether aimed at tourism and hospitality or a comprehensive educational project. Results can contribute to improving curricular development and LGHP positioning in the higher education system.

**Keywords:** Hospitality Management; Curricular development; Curricular orientation; Higher Education.

## **DETERMINANTS OF TREVPAR, AN ANALYSIS OF PORTUGUESE HOTELS BETWEEN 2010 AND 2017**

**Maria Rolim<sup>a</sup>, Cátia Malheiros<sup>b</sup>, Conceição Gomes<sup>c</sup> and Luís Lima Santos<sup>d</sup>**

<sup>a, b, c, d</sup> CiTUR - Centre of Tourism Research, Development and Innovation

Escola Superior de Turismo e Tecnologia do Mar, Santuário N. S.ra dos Remédios,  
2520-641 Peniche

4180414@my.ipleiria.pt

catia.malheiros@ipleiria.pt

conceicao.gomes@ipleiria.pt

llsantos@ipleiria.pt

TReVPAR is one of the most important operating ratios of hotel management accounting, which measures an hotel's performance, not only in terms of accommodation, but considering all its current earnings, given the increase in diversification of hotel income sources.

In this paper, it will be analysed TReVPAR (total revenue per available room) of Portuguese Hotels with and without restaurant, by district, between 2010 and 2017. Based on the results obtained in two different surveys. The first, performed in the SABI platform, on July 4, 2019, and the second, held on the Registo Nacional de Turismo (RNET), between July 5 and 15, 2019. From that survey a sample of 955 active hotel companies was obtained, with two economic activity codes (CAE), "55111 - Hotels with restaurant" and "55121 - Hotels without restaurant".

Once TReVPAR is calculated by dividing the total revenue of a hotel by the total number of rooms available, elements obtained in the previous research were used to calculate this indicator. Later they were analysed, considering the factors location, size and whether or not the hotel has a restaurant.

The overall results point to an increase in TReVPAR over the years under review (2010-2017), also indicating that factors such as location and whether to own a restaurant significantly influence TReVPAR. Regarding the size of the hotels, it was found out that TrevPar is positively influenced.

**Keywords:** TReVPAR; Hotel; Location; Size; Restaurant; Hospitality Industry.

## **DO TOURIST EXPERIENCES INFLUENCE THE IMAGE OF THE TOURIST DESTINATION AND LOYALTY? A STUDY ON TOURIST EXPERIENCES IN THE GREEN ISLAND: AZORES**

**Helena Maria Pascoal Melo <sup>a</sup>, Ana Isabel Damião de Serpa Arruda Moniz <sup>b</sup>,  
Francisco José Ferreira Silva <sup>c</sup> and Carlos Alberto Silva Melo Santos <sup>d</sup>**

<sup>a</sup> Universidade dos Açores – Faculdade de Economia e Gestão

Ladeira da Mãe de Deus, 9501-855 Ponta Delgada; helena.mp.melo@hotmail.com

<sup>b</sup> Universidade dos Açores – Faculdade de Economia e Gestão e CEEAplA - Centro de Estudos de Economia Aplicada do Atlântico

Ladeira da Mãe de Deus, 9501-855 Ponta Delgada; ana.id.moniz@uac.pt

<sup>c</sup> Universidade dos Açores – Faculdade de Economia e Gestão e CEEAplA - Centro de Estudos de Economia Aplicada do Atlântico

Ladeira da Mãe de Deus, 9501-855 Ponta Delgada; francisco.jf.silva@uac.pt

<sup>d</sup> Universidade dos Açores – Faculdade de Economia e Gestão e CEEAplA - Centro de Estudos de Economia Aplicada do Atlântico

Ladeira da Mãe de Deus, 9501-855 Ponta Delgada; carlos.as.santos@uac.pt

Tourism is recognized as an experience intensive sector. In this sense, and considering the increase of global competition, the development of unique, memorable, and personalized tourism experiences, that meet the needs and desires of contemporary consumers, becomes a crucial success factor for tourist destinations.

Although destination image and tourist experience has been extensively approached, the study of the relation between both is rare. This investigation integrates and explores two fundamental streams of tourism experience research (i.e., economic perspective adapted to tourism and the emotional perspective) in communion with tourism destination image, filling three gaps: (1) the study of image in loco; (2) the study of tourist experience at destination and its influence in the image; and (3) the study of the influence of emotional experiences on consumer behaviour.

The literature review allowed the development of a conceptual model about the relationship between tourist experience and tourist image destination. A structured questionnaire was applied to 384 tourists from the main source markets for the Azores: Portugal; Germany; USA; and Spain. The empirical research has taken place in São Miguel island about the tourists' opinion at two different moments: before traveling and in loco.

The results of the study confirm, partly, that experience influence tourist destination image and confirms that satisfaction with tourist experience influences loyalty.

**Keywords:** Tourist experience, Destination Emotional Scale, Tourist Destination Image, Consumer Behavior

## **ELECTRIC MOBILITY IN A NATURE RESERVE IN PORTUGAL - VIRTUES, CONFLICTS AND TOURISM**

**George Ramos<sup>a</sup>, Rogério Dionísio<sup>b</sup> and Paula Pereira<sup>c</sup>**

<sup>a</sup> Polytechnic Institute of Castelo Branco, Portugal / Tourism Innovation, Development and Research Centre  
gramos@ipcb.pt

<sup>b</sup> Polytechnic Institute of Castelo Branco, Portugal / Telecommunications Institute  
rdionisio@ipcb.pt

<sup>c</sup> Polytechnic Institute of Castelo Branco, Portugal / INESC-ID  
pcapereira@ipcb.pt

The central theme of the paper is to contribute to the discussion on the relevance of sustainable electric mobility as a beneficial element for tourism activities developed in protected areas. The topic is not recent, but the development of electromobility has increased interest and research, with a strong focus on urban areas, but also more and more on natural areas.

The aim is to determine if there is a potential field of electric mobility intervention, with benefit for tourism activities, in protected areas. For this, we called upon the literature review and comparison with the case of a nature reserve located in Portugal. On the one hand, the investigation procedure focused on the analysis of the virtues and conflicts identified in the literature, along with the contextualization of sustainable mobility in natural areas. On the other hand, we tried to understand how these virtues and conflicts fit the case study, the Serra da Malcata Nature Reserve, in Portugal, as part of the development of an INTERREG project.

It can be concluded, although no more substantial project indicators are available, that there is a possibility of overcoming existing conflicts, seeking to maximize the virtues and that it may have an impact not only on tourism activities but on the socioeconomic territory itself.

**Keywords:** Electric mobility, Tourism, Natural areas, Sustainability

## **EMPLOYABILITY AND HIGHER EDUCATION: THE CASE STUDY OF THE MASTER IN HOTEL MANAGEMENT – ESTM**

**Ana Sofia Viana <sup>a</sup>, Sónia Pais <sup>b</sup>, Ana Elisa Sousa <sup>c</sup> and Michael Schön <sup>d</sup>**

<sup>a</sup> Polytechnic Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

sviana@ipleiria.pt

<sup>b</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

sonia.i.pais@ipleiria.pt

<sup>c</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

ana.c.sousa@ipleiria.pt

<sup>d</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

michael.schon@ipleiria.pt

Employability is a goal for all those who do a Master degree or other undergraduate degrees. However, more important than getting a good job is finding the job for which students were prepared during their studies and allowing them to have the career they ambition for. Thus, the master degree in Hotel Management at the School of Tourism and Maritime Technology (ESTM) of the Polytechnic of Leiria is designed to enable students to learn how to organize the many operational responsibilities required for running a hotel and which are connect with practical concepts of management decisions.

In order to prepare better the students for what the labor market needs and the employers want, it is important to understand how the labor market received the students after their graduations and if the employers recognize those qualifications.

Therefore, the purpose of this study is to know where the masters are and what they are doing in the labor market after finished this Master degree and if they feel that their graduation is important and give them some benefits to achieve better work positions.

A quantitative method was applied to this study by conducting a questionnaire amongst 19 graduated master students in Hotel Management.

**Keywords:** Higher Education, Master's degree, Employability, Human Resources

## **ENGLISH FOR TOURISM AND HOSPITALITY PURPOSES: AN OPPORTUNITY FOR GLOBAL CITIZENSHIP EDUCATION**

**Sílvia Raquel Pereira**

Hospitality and Tourism School of the Polytechnic Institute of Cávado and Ave  
Center for Tourism Research, Development and Innovation – Coimbra Hub  
(Collaborator Member)  
Portugal; rpereira@ipca.pt

Globalization has emphasized the notion that we live in a mutually dependent world where problems have an impact not only on a local but on a global context. To raise individuals' awareness of their role as global citizens constitutes an educational challenge that education systems around the world must be able to address.

Some research developed in recent years has addressed the possibility and importance of developing a global citizenship education in English Language Teaching contexts, particularly due to its curriculum flexibility and cross-cultural nature. This is particularly relevant what concerns to tourism and hospitality students as they should prepare to deal with a wide range of nationalities and cultures.

In this work, we aim to present the English for Tourism and Hospitality Purposes class as an ideal context to integrate the teaching and learning of some global citizenship educational goals, especially concerning the possibility of development of intercultural competence.

**Keywords:** English for Tourism and Hospitality Purposes, Global Citizenship Education, Tourism and hospitality education, English language.

## **ENGLISH FOR SPECIFIC PURPOSES AND ENGLISH FOR TOURISM AND HOSPITALITY PURPOSES: CORRELATION AND GUIDELINES**

**Sílvia Raquel Pereira**

Hospitality and Tourism School of the Polytechnic Institute of Cávado and Ave  
Center for Tourism Research, Development and Innovation – Coimbra Hub  
(CollaboratorMember) - Portugal;  
rpereira@ipca.pt

English has become a global language, and the main language used in every domain of communication, including most professional areas and industries worldwide. In the tourism and hospitality industry, English proficiency is no longer a competitive advantage, but a key requirement and so higher education institutions have increased the number of subjects of English for Tourism and Hospitality Purposes (ETHP) on their curricula.

ETHP has been categorized as a branch of English for Specific Purposes (ESP), which differs from general English as it consists of a specialization of English language teaching and learning based on needs' analysis. The inclusion of ETHP into ESP implies a deep understanding of its practical implications.

In Portuguese higher education, there is not a set policy concerning the design of syllabi to foreign languages which, particularly what concerns to ESP, requires from the teaching staff a growing effort to design syllabi that meet both students' and stakeholders' needs.

In this work, we focus on ESP concepts, characteristics, and requirements to provide a conceptual framework for the development of ETHP in higher education courses. Our goal is to present some guidelines concerning ETHP syllabus design, materials, learning approaches, and activities.

**Keywords:** English for Specific Purposes (ESP), English for Tourism and Hospitality Purposes (ETHP), Tourism and Hospitality Education, English Language

## EVALUATION OF TOURISM ROUTES IN MAINLAND PORTUGAL: A TWO-STEP CLUSTER ANALYSIS

**Carlos Vilela da Mota<sup>a</sup> and Fernando F. Gonçalves<sup>b</sup>**

<sup>a</sup> ISCTE-Instituto Universitário de Lisboa, Av. das Forças Armadas, 1649-026 Lisboa, Portugal

carlos.vilela.mota@gmail.com

<sup>b</sup> Universidade Europeia, Estrada da Correia 53, 1500-210 Lisboa, Portugal & ISEG, Universidade de Lisboa

Rua do Quelhas 6, 1200-781 Lisboa, Portugal

fernando.goncalves@universidadeeuropeia.pt

Tourism routes are an important touristic resource and Portugal, given its tangible and intangible resource diversity, is a popular destiny for this type of product.

Tourism routes should have a theme, a geographic space, and a managing entity.

Given the crucial relevance of local actors in route management, it is recommended that the managing body includes the public entities responsible for territory management, such as municipal councils and also the private actors part of the route, namely concerning catering lodgement, tourist entertainment, and tour operators, thus migrating to a governance model.

From almost 200 exploratory contacts, we could conclude that there exist 84 active tourism routes in Mainland Portugal, which we surveyed with a questionnaire. One relevant result is that although 79% of the routes have a managing body, only in 26% of the cases it is exclusively dedicated to the route management, and only 30% of the routes evaluate their own performance.

In order to try to understand if there are patterns emerging from the routes' information, we ran a two-step cluster analysis and were able to define three fairly separated groups. Following a crosstab analysis, we could characterise the groups, in particular in what concerns route evaluation.

**Keywords:** tourism routes, governance, evaluation, cluster analysis.

## **EVIDENCE OF THE STRATEGY OF LIVELIHOOD DIVERSIFICATION IN RURAL AREAS: THE CASE OF THE VALE DO PARAÍSO TOURISM ROUTE, BRAZIL**

**Ana Claudia M. Padilha<sup>a</sup>, Marcelino de Souza<sup>b</sup>, Morgana Secchi<sup>c</sup>, Marcelo Pellegrini<sup>d</sup> and Luiz Fernando Fritz Filho<sup>e</sup>**

<sup>a, c, d, e</sup> Postgraduate Program in Administration (PPGAdm), University of Passo Fundo, Brazil

anapadilha@upf.br

morghanahs@gmail.com

150087@upf.br

fritz@upf.br

<sup>b</sup> Postgraduate Program in Rural Development (PGDR) and Postgraduate Program in Agribusiness (PPGAgro), University Federal of Rio Grande do Sul, Brazil

marcelino.souza@uol.com.br

Tourism in rural areas has proved to be an important catalyst for economic development, preservation of natural resources and heritage, education and knowledge sharing. Around the world, rural properties diversify their activities from the exploration of tourism, growing food and processing them, offering lodging, food services or leisure activities. The objective of the paper is to analyze the strategy of rural livelihood diversification in the rural properties of the Vale Paraíso Tourism Route, Brazil. Based on the interviews carried out in six properties of the tourism route, a qualitative data analysis approach was used, identifying the reasons, facilities and difficulties of the diversification strategy, as well as the capitals used and elements that interfered or modified their access, and finally, the performance of rural tourism in rural areas. As results, it was observed that rural properties are small, and agricultural production and pensions are the main sources of income of the family unit.

The reasons that led to the exploration of tourism in rural areas focused on the diversity of natural resources, receptivity, cultural richness, income generation, institutional support and the need for interaction with people. As for facilities, the ability to communicate, receptivity and available infrastructure is evident. The difficulties involved in the development of tourism are related to the lack of support from local government and the community, as well as the availability of time for the dedication of families in providing services to tourists. The capitals used were natural, physical, human, financial and social, with elements that interfered or modified their access. The performance of rural tourism as a strategy of rural diversification is explained by the preservation of natural resources, expansion of the infrastructure to

receive tourists, expansion of the commercialization of products, acquired knowledge and interaction with tourists, aspects that could be better explored with a view to expansion of activity in the livelihood of rural families.

**Keywords:** Livelihood Diversification; Rural Tourism; Vale do Paraíso Route; Rural Development.

## **EXPLORING ENVIRONMENTAL SATISFACTION IN TOURIST SITES: A VIEW TO MADEIRA ISLAND**

**Luís Mota<sup>a</sup>, Mara Franco<sup>b</sup>, Agostinho Marques<sup>c</sup> and Bruno Gaspar<sup>d</sup>**

<sup>a</sup> University of Madeira, CITUR-Madeira

Colégio dos Jesuítas-Rua dos Ferreiros, 9000-082 Funchal; Lsoaresmota@gmail.com

<sup>b</sup> University of Madeira, CITUR-Madeira

Colégio dos Jesuítas-Rua dos Ferreiros, 9000-082 Funchal;

mara.franco@staff.uma.pt

<sup>c</sup> University of Madeira

Colégio dos Jesuítas-Rua dos Ferreiros, 9000-082 Funchal; amarques@staff.uma.pt

<sup>d</sup> University of Madeira

Colégio dos Jesuítas-Rua dos Ferreiros, 9000-082 Funchal;

bruno.gaspar@staff.uma.pt

Characterizing tourism sustainability and studying environmental satisfaction in tourist sites, is part of a pilot study taking place in Madeira island. Tourism stakeholders and associations of relevant tourism services were interviewed to diagnose environmental issues arising from tourism activity and to identify tourist sites with priority in the study.

Satisfaction was benchmarked in four tourist sites using individual attributes and overall fulfilment after experience on Madeira island. Sites ranged from two well-known walking routes in Rabaçal and Ribeiro Frio, representing a concern regarding conservation and visitation to the UNESCO site, the Laurisilva of Madeira; the viewpoint of Cape Girão with a skywalk positioned at 580m high, and the Santa Maria Street in Funchal, a popular street for eating-out, nightlife and street art paintings on entrance doors of the buildings.

The experimental hypotheses assumed the same satisfaction level for all sites and by comparing Means of independent samples T-test, tourist sites were classified for the study.

Ribeiro Frio was pointed out as hotspot for tourism activity with many apprehensions, but statistics revealed the highest level of environmental satisfaction among visitors and tourists, followed by Santa Maria Street, Rabaçal and the viewpoint of Cabo Girão. Despite environmental satisfaction being linked to the amount of people crowding an area, Ribeiro Frio was downgraded to the second position regarding on-site concentration of people being equal to Cabo Girão. Rabaçal was ranked on the last position.

Such information is crucial for tourism planning and to assist further development. Parks, protected areas and tourist sites have attached an important perceived value, having managers interested in understanding visitors' opinion in order to overcome challenges related to management, protection and conservation issues.

**Keywords:** Environment, Benchmarking, Island, Planning, Satisfaction, Tourism.

## **FACTORS THAT AFFECT THE RETURN TO LOCAL FESTIVITIES AND THEIR ROLE IN THE COMPETITIVENESS OF DESTINATIONS: THE CASE OF THE FESTIVAL OF THE CROSSES (BARCELOS)**

**Diana Faria <sup>a</sup>, Laurentina Vareiro <sup>b</sup>, Alexandra Malheiro <sup>c</sup>**

<sup>a</sup> Master student in Tourism Management

ESHT/IPCA; f.diana94@hotmail.com

<sup>b</sup> School of Management, Polytechnic Institute of Cávado and Ave/UNIAG

Campus do IPCA - Barcelos; lvareiro@ipca.pt

<sup>c</sup> Hospitality and Tourism School, Polytechnic Institute of Cávado and Ave/CiTUR

Campus do IPCA - Barcelos; amalheiro@ipca.pt

Popular events exist around the world, and many of them have the mission of preserving the intangible and material heritage of a particular country, region or locality, creating links between the population, encouraging the growth of tourism and the economy. In Portugal, pilgrimages in the north of Portugal are no exception. The villages, towns and cities are full of customs, testimonies and traditions that unite the sacred and profane, which motivate the visit of many tourists and excursionists to know the territory and to be part of the religious events, characterized by processions, bands of music, marches, ethnographic parades, dance groups and competitions. The Festival of the Crosses, known for being the first pilgrimage of Minho, is characterized by a program full of activities that transport us to bygone times, the religious and profane character that attracts thousands of people to the city during the festivities.

This research aims to understand the motivations, satisfaction and loyalty of the visitors of the Festival of the Crosses, as well as to assess the degree of authenticity of the event and its importance to the image of the destination. To this end, data were collected through a questionnaire survey and statistical analysis performed using the SPSS software.

Results suggest a strong satisfaction and loyalty to the event, with about 90% of respondents saying that they had visited the event before, that it positively influenced the image of the destination and wanted to return and recommend the Festival. They expressed some concern about cleanliness, transportation and parking. Some differences were found between residents and nonresidents regarding motivations and satisfaction with attributes.

**Keywords:** Authenticity, Events, Festa das Cruzes, Loyalty, Motivation, Satisfaction

## **FOOD INNOVATION AND PROMOTION STRATEGIES: EXPLORING SUSTAINABILITY OF WILD RESOURCES FROM MÉRTOLA'S TERRITORY**

**Manuela Guerra<sup>a</sup> and Cláudia Marcos<sup>b</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), Av. Condes de Barcelona, 2769-510, Estoril, Portugal

<sup>b</sup> CIDI / CITUR, Estoril; Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa  
manuela.guerra@eshte.pt

Gastronomy is becoming more relevant in the tourism market, evidencing a potential platform for local development.

This paper describes the strategies conducted at an academic level to add value to wild resources of Mértola, Alentejo (Portugal), as part of The Economic Valorisation of Endogenous Resources Programme (PROVERE) which was led by the Almodôvar county and aimed to develop the countrified patrimony of Alentejo (ADPM, 2012). The objective was to assess the potential of local underused wild resources and to contribute for the promotion of their gastronomy and for the overall sustainable regional development.

ESHTE students from the Masters in Innovation in Culinary Arts and Sciences 2012 edition were challenged to design new products using wild and organic resources from Mértola's territory: Mushrooms, Herbs, Honey, Strawberry tree, Prickly pear and Carob. Three teams were set, each faced to produce recipes and to develop a new food product to be commercialized. A sensory analysis using a panel of 12 individuals was conducted for each ingredient in order to determine its suitability for the new designed products along with the creative process. Around 30 recipes were produced and tested, 3 final menus were elected and 3 stabilised products were proposed for commercialization. The decision process was based on acceptance tests performed by a focus group and on the production's technological requirements. A tasting dinner with hedonic evaluation (using a 1-9 scale) was served to 50 individuals. Three videos reporting the all process were produced and, along with the selected recipes, exhibited during the FoodLabPT event, integrated in the FOOD I&DT area of the Alimentaria International exhibition 2013. Mértola's territory wild resources potential were evidenced and specific products and strategies were obtained contributing to the promotion of their use both at a gastronomic and industrial level and to the overall sustainable regional development.

**Keywords:** Food Innovation, Local Products, Gastronomy, Sustainability, Mértola

**References:** ADPM, 2012. <https://adpm.pt/projetos/projetos-concluidos/provere-valorizacao-dos-recursos-silvestres-do-mediterrane/>

## **GASTRONOMIC TOURISM: PROPOSAL OF A GASTRONOMIC MENU FOR INTERMUNICIPAL COMMUNITY BEIRAS E SERRA DA ESTRELA (CIMBSE) REGION.**

**Cristina Rodrigues<sup>a</sup>, Adriano Costa<sup>b</sup> and Anabela Sardo<sup>c</sup>**

<sup>a, b</sup> CITUR Guarda, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda

cristinarodrigues@ipg.pt

<sup>b</sup> CITUR Guarda, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda

a.costa@ipg.pt

<sup>c</sup> UDI, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda  
asardo@ipg.pt

Gastronomic Tourism is still an uncommonly used term and has been little studied in terms of scientific research. However, gastronomy is becoming more and more important as a product of Cultural Tourism, and it may constitute an icon of a region or country, contributing to the promotion of a travelling destination. Nowadays, this theme is growing rapidly and it has attracted general interest, namely through the emergence of television programs with strong impact and high levels of audience, such as the 7 wonders of the world, whose latest editions were dedicated to Gastronomy, 7 Table Wonders and 7 Sweet Wonders of Portugal.

That way, Gastronomic Tourism emerges as a powerful strategy for the differentiation of destinations in Portugal and in the world. Portuguese Gastronomy is an immaterial asset of Portugal's cultural heritage, so it can be a differentiating element of tourism offer across the country. Portugal is recognized as one of the best travel destinations for food and wine tourism and this segment is one of the strategic assets indicated in successive strategic plans for tourism.

Based on these assumptions, it is necessary and imperative to know the products and the different characteristic and traditional dishes/delicacies of the regions, in order to elaborate gastronomic menus that allow the characterization of these.

The main purpose of this study was to survey the most typical products and dishes/delicacies of the region of Beiras and Serra da Estrela. Therefore, from a sample of 15 municipalities and 185 restaurants, interviews were conducted with those responsible for these entities, so as to elaborate a gastronomic menu that can constitute an identity matrix of this region and, thus, contribute to attract a new type of tourists and, consequently, to develop economically a strongly depressed region.

**Keywords:** Gastronomic Tourism; Typical Food; Intermunicipal Beiras and Serra da Estrela region

## **GEORGIAN TOURISM AND STRATEGIC DIRECTIONS OF STATE POLICY IN TERMS OF CRISES**

**Marina Metreveli<sup>a</sup>, Nunu Gigauri<sup>b</sup> and Rusudan Kutateladze<sup>c</sup>**

<sup>a</sup> Georgian Technical University, Faculty of Business Technologies;  
77, Kostava, 0160 Tbilisi Georgia; metrevelimarina7@gmail.com

<sup>b</sup> Georgian Technical University, Faculty of Business Technologies;  
77, Kostava, 0160 Tbilisi Georgia; ngigauri@tbmc.ge

<sup>c</sup> Georgian Technical University, Faculty of Business Technologies;  
77, Kostava, 0160 Tbilisi Georgia; r.kutateladze@gtu.ge

Despite the measures realized by the Government of Georgia in the county, the major problem still hampering the sustainable development of tourism and full realization of tourism potential, in addition to other reasons, is frequent political and economic instability in the country.

The work presents a contemporary policy of tourism development and strategic directions of its management in terms of crises in Georgia, aiming at purposeful and consistent implementation of the tourism policy in the country. In the first place, the work considers the major goal of development, which must support sustainable development and the instruments of the tourism development policy, whose deficit greatly hampers the processes of tourism growth and development, particularly in terms of crises.

The goal of the paper is to identify the gaps in the tourism policy in Georgia (related to sub-goals and lack of instruments) and develop measures to eliminate them.

The objectives of the study are:

Identifying the economic-political factors of tourism development during the crises.

Identifying the priorities in the process of approximation of tourism legislation with the EU legislation.

Considering the activities to improve the state policy of sustainable development of tourism in terms of crises.

The work offers the recommendations related to the operation of the Georgian National Tourism Administration, as of one of the most important institutions

promoting an improvement of income and employment opportunities in the country and implementing the policy of sustainable development of tourism.

Based on the study materials, the major trends of the tourism development strategies for Georgia were developed, which, if achieved, will approximate the branch to the achievement of the major goal of development.

Keywords: Tourism development strategy, Tourism policy, Tourist resources, Sustainable development, Political and economic crises.

## **HARD AND SOFT SKILLS IN HOSPITALITY: THE GRADUATED PERSPECTIVE**

**Susana Silva <sup>a</sup>, Cândida Silva <sup>b</sup> and Gisela Soares <sup>c</sup>**

<sup>a</sup> School of Hospitality and Tourism, Polytechnic of Porto, CEOS.PP, CITUR  
susanasilva@esht.ipp.pt

<sup>b</sup> School of Hospitality and Tourism, Polytechnic of Porto, CITUR, Algoritmi  
candidasilva@esht.ipp.pt

<sup>c</sup> School of Hospitality and Tourism, Polytechnic of Porto  
giselasoaes@esht.ipp.pt

Nowadays, skills are understood as key issues in the labour market and conceptualized as individual attributes needed to perform competent work. The distinction between hard and soft skills is one of the most used theoretical conceptualization - hard skills are understood as technical skills, required of the professionals, and soft skills are seen as personal traits that are not specifically related to the function.

In line with recent literature currently looking into the kind of skills needed for several professional activities in different business activities, this study aims to identify hard and soft skills understood as important skills for hotel employees.

A quantitative study was performed with a sample of recent graduates. An online survey was carried out among one hundred recent graduates, of both genders, with a mean age of 25,58 years (SD=5,97). Data were collected from January to September 2018.

Preliminary results suggest that the most valued hard skills are marketing (n=64, 64%), management and economics applied to hospitality (n=68, 68%), “table and bar service” (n=72, 72%), and reception (n=78, 78%). Additionally, most valued the soft skills are autonomy (n=82, 82%), communication (n=72, 72%), responsiveness (n=65, 65%), working under pressure (n=74, 74%), and problem-solving (n=76, 76%).

Conclusions point to the fact that recent graduates perceive both hard and soft skills as important for hotel operators. Regarding graduate professionals, hard skills also integrate skills from related areas such as marketing and economics. These results underline the importance of ensuring that undergraduate programmes not only integrate several technical dimensions but also promote the development of soft skills throughout the entire course of studies. Understanding the perspective of other

players such as employers, professors or customers is paramount if we are to have a sound grasp of the phenomenon.

**Keywords:** Hard skills, Hospitality Skills, Hospitality Graduates, Soft Skills

## **HIKES AND LEVADAS IN MADEIRA: CHARACTERIZING VISITORS AND THEIR EXPERIENCE**

**João Prudente <sup>a</sup>, Helder Lopes <sup>a</sup>, João Noite <sup>a</sup>, Ricardo Alves <sup>a</sup> and Catarina Fernando <sup>a</sup>**

<sup>a</sup> Universidade da Madeira  
prudente.uma@gmail.com

Recent research indicates that more and more often tourists use the Madeira Natural Park (MNP) area to develop their physical activity, specially through mountain hiking and Levadas. This study aims to identify a set of social and demographic characteristics for this touristic segment as it intends to understand how visitors live the experience of performing these activities. As so, we apply a survey at the end of Levadas and mountain hikes in the MNP where people were asked about: 1. Information available at the start of the activity; 2. Interaction and attention demand; 3. Natural area visited.

Data was collected through a six different languages survey, at the finish point and immediately after the activity ended. A total of 293 people fulfilled the survey (Male: 124; Female: 169).

The data analysis shows that: a) 52% of the participants has Higher Education, 25.6% are business man or team leaders; 21.4% are students; b) 30% were Portuguese citizens, 19.1% were French, 15.7% German, 11.9% Spanish; c) 65.5% were informed about the natural environment before the activity start, 55.6% were informed about general safety rules while 54.6% were informed about the general rules for the activity; d) 43.7% answer that at a certain point they had the need to help other participants and 35.2% report about the need to get help from other participants; 84.3% of the sample agrees that is needed to have body movement awareness with 79.9% highlighting the need to be focused on those movements. When the question was about the used material only 48.4% says that it was important to be aware of its use; e) 91,5% agreed that the environment was ideal for the aesthetic enjoy and invites to be explored (94.1%).

**Keywords:** Nature, Active Tourism, Hikes, Levadas

## HOW SMART ARE TOURIST ATTRACTIONS? THE CASE OF THE CITY OF LISBON

**Nuno Gustavo <sup>a</sup>, Ana Machado <sup>b</sup>, João Ferreira do Rosário <sup>c</sup>, Maria de Lurdes Calisto <sup>d</sup> and Manuel Batista <sup>e</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril  
nuno.gustavo@eshte.pt

<sup>b</sup> Escola Superior de Comunicação Social  
amachado@escs.ipl.pt

<sup>c</sup> Escola Superior de Comunicação Social  
jrosario@escs.ipl.pt

<sup>d</sup> Escola Superior de Hotelaria e Turismo do Estoril  
lurdes.calisto@eshte.pt

<sup>e</sup> Escola Superior de Comunicação Social  
mbatista@escs.ipl.pt

In the era of technological "acceleration", marked by an increasingly global and heterogeneous tourist demand, namely its relationship with technology and the adoption of smartphone technology, there is a growing implementation of new functionalities and intelligent functionalities during the consumption of a tourist experience (Huang, Goo, Nam & Yoo, 2017; Xiang, 2018). In fact, we are facing a scenario of changes in which the "new tourist", experienced and autonomous, seeks new genuine and authentic concepts of product, customizable, online, timely and with new levels of interaction and information (Kandampully, Bilgihan, Zhang, 2016). On the other hand, the supply side, looking not only develop technology-based solutions that provide this value, in particular by sharing strategies and co-creation, but also understand, analyze and anticipate the consumer and their needs (big data and analytics) (Buhalis, & Lunge, 2018).

In this new context of intelligent tourism ecosystem, this study focus on tourist attractions. Compared to conventional ones, smart attractions include co-ordination processes, well-connected services with in-depth information content, diversified and customized products, best value for money, social and technological engagement, efficient communication and management, as well as various smart tourism services (Boztas, & Hadwick, 2019).

The main goal of this research is to realize the extent to which tourist attractions have adopted intelligent technologies and how they are perceived on the supply side, by the respective managers and the demand side, by tourists.

Methodologically, the study is restricted to the city of Lisbon based on a set of tourist attractions of various categories which will be subsequently evaluated on key factors duly identified in the literature.

At the end, it is expected to evaluate the "smart" performance of the tourist attractions of the city of Lisbon from the point of view of managers and tourists and to diagnose the respective strengths / weaknesses.

Keywords: Intelligent Technology; Smart Performance; Smart Tourist; Smart Tourist Attractions.

## **INVENTORY, CLASSIFICATION AND MANAGEMENT OF TOURISM RESOURCES: THE CASE OF CANYONING**

**Francisco Silva<sup>a</sup> and Maria Céu Almeida<sup>b</sup>**

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril, IGOT, Universidade de Lisboa  
francisco.silva@eshte.pt

<sup>b</sup> Escola Superior de Hotelaria e Turismo do Estoril teixeira.almeida@eshte.pt

The design, planning and management of tourism products should be underpinned by the characterization of resources and by a target-oriented classification, thus allowing to ensure proper management of these resources. In this context, two main phases consist of resource inventory and their classification according to objective-oriented criteria. There are several methodologies and studies developed in this area, but few directed to the natural resources associated with nature and adventure tourism.

This article is supported on research based on work developed over several decades, which began with the opening of the first canyoning routes in Portugal, and which currently has a consolidated activity and is an important tourist product in several regions, particularly in Madeira and in the Azores. Based on the literature review, intense fieldwork, meetings with companies and interviews and questionnaires with entrepreneurs, experts and practitioners, it was possible to define the most relevant information to consider in a resource inventory for the canyoning product and what types and levels of classification should be considered.

Although resource management is often dissociated from a systematic inventory and classification of resources, it can be concluded that for canyoning they have a stronger association than would be expected. In this sense, several points considered critical in the management of canyoning resources are presented and that are directly associated with their classification.

**Keywords:** Planning; Resource Management; Canyoning; Tourism Products; Adventure Tourism; Nature Tourism

## **KNOWLEDGE TRANSFER FOR TOURISM DEVELOPMENT THROUGH VOLUNTEERISM**

**Susana Lima <sup>a</sup>, Celeste Eusébio <sup>b</sup> and Maria Rosário Partidário <sup>c</sup>**

<sup>a</sup> Polytechnic of Coimbra, Portugal

sulima@esec.pt

<sup>b</sup> University of Aveiro, Portugal

celeste.eusebio@ua.pt

<sup>c</sup> University of Lisbon, Portugal

mariapartidario@tecnico.ulisboa.pt

In recent decades diverse development and aid agencies have supported initiatives and programs worldwide, using tourism as a tool for reducing poverty through international development cooperation (IDC) programs. In this regard, Knowledge transfer (KT) approaches are being preferred as a way of reinforcing capacity building in tourism destinations in developing countries. Diverse mechanisms of KT may be considered in these programs, but the role played by specialized consultants and volunteers may be determinant. However, although there has been a key focus of academic research about volunteer tourism, there is limited knowledge and understanding about the role of specialized volunteerism within KT in IDC programs. In particular, there is some misunderstanding between this kind of volunteering and volunteer tourism.

The main aim of this paper is to discuss the extent to which the effectiveness of IDC programs focused on tourism development is dependent on the level of specialization and background of the volunteers and their role in the whole process of KT. It is intended also to critically discuss the engagement of the responsible agencies with monitoring and evaluation of their projects, considering the views of the diverse stakeholders involved.

A qualitative research was carried out in the context of an IDC program - the UNWTO. Volunteers and its implementation in the Mexican state of Chiapas. The results reveal that there is a significant potential for an effective contribution of these programs for local development, but this is often limited by its neo-liberal approaches and a focus on short-term results. It was found that KT approaches through specialized volunteering are more prone to produce long-term results than other technical assistance approaches as long as capacity development is forwarded through “learning by doing”, guaranteeing the targeted communities are in full control and are the main beneficiaries of the whole development process.

**Keywords:** International Development Cooperation; Knowledge Transfer; Volunteerism; Volunteer Tourism

## **LGBT TOURISM - A STRATEGIC MARKET FOR PORTO AND NORTHERN PORTUGAL: PERCEPTION AND ATTITUDE OF THE LOCAL COMMUNITY**

**Sónia Silva<sup>a</sup> and Laurentina Vareiro<sup>b</sup>**

<sup>a</sup> Master student in Tourism Management, ESHT/IPCA

silva.soniap@gmail.com

<sup>b</sup> School of Management, Polytechnic Institute of Cávado and Ave/UNIAG

lvareiro@ipca.pt

Advances in the spread of human rights have enabled greater visibility and social recognition of the LGBT community. In the area of tourism, the conquest of acceptance, freedom of expression, equality of rights and respect in various destinations and public spaces has aroused a growing interest of companies and tourist destinations. This interest is reinforced by the strong purchasing power and availability for more frequent trips by this community. New opportunities and consumer trends can be explored, translating into products and services according to their wishes and motivations.

However, tourist destinations wishing to attract this market must be aware that modern legislation on equal rights, acceptance, respect, non-discrimination and acceptance by the local community are vital factors for success. We cannot deny that destination hospitality is a very important support factor for destination competitiveness and quality. It is also an indispensable indicator for the LGBT market. In this context, the present study has as its central focus the suppression of the deficit of scientific studies bases on this market and the analysis of the attitudes and perception of the local community of the North of Portugal towards the LGBT tourism / market.

In general, the local community considers that the region has conditions and should bet on LGBT tourism. It also considers that the advances made in relation to the rights of LGBT people generally improve the whole of society and in particular the image of Portugal in the world. Admittedly perceived as a very hospitable people, however, there is still some reluctance and discrimination regarding sexual orientation and gender identity. Therefore, and in order to enhance LGBT tourism, it is essential to coordinate education and knowledge building that promotes LGBT inclusion and diversity. On the other hand, it is important to create partnerships with the private sector in order to develop targeted tourism products and services, thus ensuring a high-quality service to the LGBT segment.

**Keywords:** Discrimination; Hospitality; Local community; North region; LGBT Tourism

## LITERARY TOURISM AS AN OPPORTUNITY FOR THE MADEIRA ISLAND

**Eunice Almeida Duarte**

IGOT/ Citur – Leiria/Lisboa

Eunice.duarte29@gmail.com

Literary tourism is a subcategory of creative tourism, the result of culture and sometimes the connection to heritage, both to the places where the author was born / lived, or to the places that reference his works. As such, destinations can leverage their strategy on tourism products based on literary tourism by creating a destination brand and its marketing strategies.

In the present article, a literature review was carried out, allowing to understand which typologies are used for this kind of tourism product, as well as to outline the strategies that can be implemented in the particular geographic context of Madeira Island, especially by allowing it to explore a niche of tourism. currently an emerging trend. In particular, international literary tourism products have already been developed, leading to the collaborative development of products and experiences in literary destinations. On the other hand, it has generated opportunities for site development, which happens through the implementation of a tourist brand and destination management and promotion policies.

After the survey of literary resources, the study identifies forms related to the author, related to fiction, the book and the festival of literary tourism, all of which already exist in Madeira Island, however, not yet as a tourism product.

The research shows that there are many authors, as well as many resources associated with their life and work, there is a literary festival in Madeira, so it is argued that it is necessary to implement a collaborative strategy. This will enable the development of literary tourism, based on the market segment that seeks this kind of tourism offer, thus creating a strong and sustainable brand in the long term.

**Keywords:** Sustainable Tourism, Literary tourism, Branding Destination, Marketing

## **LOCAL PRODUCTS AND GASTRONOMY VALUATION FOR TOURISM AND FOOD SUSTAINABILITY IN THE AUTONOMOUS REGION OF MADEIRA**

**Bruno Sousa <sup>a</sup> and Luís Mota <sup>b</sup>**

<sup>a</sup> University of Madeira, CITUR-Madeira

bruno.sousa@mail.com

<sup>b</sup> University of Madeira, CITUR-Madeira

Lsoaresmota@gmail.com

In small islands, trade-off faces continuous challenges due to insularity and reduced land availability for local crop production. Having climate change as a global issue impacting also on the Autonomous Region of Madeira, there is a need for adaptation regarding the management of coastal areas and land surface for food production, likewise housing and policy making.

The assessment of the relation between tourism and food sustainability in Madeira is important for understanding sustainable levels of production and needs for a wide-ranging nutrition.

Natural resources such as the Laurisilva of Madeira and the Atlantic Ocean are vital for biodiversity, which in turn are granting local livelihood and motivation for visiting the Madeira islands. FAO presented as its main axes to invest for food sustainability: improving resource efficiency; take direct action to conserve, protect and improve natural resources; protect rural livelihoods and improve equity and social welfare; improve the resilience of people, communities and ecosystems, especially climate change and market volatility; and promote good governance for better sustainability of natural and human systems.

To attenuate impacts, the use of local and seasonal foods should therefore be encouraged, thereby reducing the energy, time, packaging and transport costs of food imports.

Foods with the lowest environmental impact correspond to foods for which is recommended a higher consumption, namely vegetables, fruit, whole grains and their derivatives and tubers. Thus, in the Autonomous Region of Madeira, we have many of these typical local products, such as bananas, passion fruit, wheat, corn, beans, potatoes, sweet potatoes, yams, among many other foods. In this way we value the cultural roots, the environment and we can contribute to the tourism, as these are increasingly determining factors for those visiting this region.

**Keywords:** Climate Change, Food Security and Nutrition, Local food, Sustainability, Tourism

## **MADEIRA, THROUGH THE EYES OF ISABELLA DE FRANÇA: LITERARY ITINERARIES WITHIN THE TOURISM TRIP**

**Isilda Leitão**

Estoril Higher Institute for Tourism and Hotel Studies (ESHTE)

isilda.leitao@eshte.pt

Literature, oral or written, creating images, giving information and putting in communication people, with the word, through the world, is one of the first forms of tourism marketing. Literary Tourism, understood as a form of Tourism which promotes the knowledge of material and immaterial sites, despite to be adopted, some centuries ago, by countries as United Kingdom or France, nowadays is no longer considered like a budgetary burden but it's becoming more and more a social development engine, not only in European countries, but also outside the European space.

Madeira Island, since its discovery in 15th century, has been the purpose of a lot of beautiful and realistic descriptions, made by writers, artists, politicians, educated people, who went there. Isabella de França, an English lady married to a Madeira landowner, visited the Island between 1853-1854. From this visit, she wrote a travel book, *Journal of a Visit to Madeira and Portugal, 1853-1854*, with 24/25 (one double page) drawings to illustrate it.

This study aims at establishing itineraries, based on the possibility of applying the literary contents of this work to promote cultural tourism experiences in Madeira. The research methods include theoretical observations based on literature review, document analysis, itinerary design and field studies. Combining the material and immaterial heritage of Madeira with the descriptions provided by this book, we want to put in evidence that the literary heritage can be a rich tool, when joined to the standardized tourism information of tour guides and travel agencies.

**Keywords:** Madeira, Literary itineraries, Tourism trips.

## MANAGEMENT AND PRODUCTIVITY STRATEGIES IN THE HOSPITALITY SECTOR – CASE STUDY OF PESTANA

Ricardo Faisca <sup>a</sup>, Élvio Camacho <sup>b</sup> and Susana Teles <sup>c</sup>

<sup>a</sup> Universidade Madeira

Lisboa; ricardofaisca@gmail.com

<sup>b</sup> Universidade Madeira

Funchal; elvio.camacho@gmail.com

<sup>c</sup> Universidade Madeira

Lisboa; susana.teles@staff.uma.pt

This paper main objective is to identify the management strategies implemented by the company to overcome the economic crisis of 2008 and what were the post-crisis results.

For this purpose, an analysis was carried out on the company's annual accounts certificates to obtain a set of longitudinal data for a time interval of 11 years (2007 to 2017), which were subsequently subject to a descriptive analysis, namely in terms of turnover, EBIDTA, people at work, hours worked, productivity, personnel expenses, remuneration, VAB and external supplies and services. Simultaneously proceeded to a content analysis of the same certificates, where it was possible to identify a set of strategies implemented by the company which contributed to the good results achieved. These strategies are identified as determinant factors of success and are separated by four main areas: commercial, production, human resources and external factors to the company.

The results are also compared with the macroeconomic indicators of the tourism sector.

**Keywords:** Productivity Strategies, Management Strategies, Economic Crisis, Sustainability Strategies

## **MAPPING CULTURAL TOURISM ROUTES IN BAIXO ALENTEJO, PORTUGAL: AN EXPLORATORY STUDY**

**Victor Figueira<sup>a</sup> and Maria João Ramos<sup>b</sup>**

<sup>a, b</sup> Polytechnic Institute of Beja

victorfigueira@ipbeja.pt

mj.ramos@ipbeja.pt

Despite their various purposes, routes have been a characteristic of human societies since ancient times: two prominent examples are the Silk Roads and the Pilgrim's Ways (namely the Way of Saint James – Santiago de Compostela), which are now World Heritage sites and highly-popular, well-established tourism products. The creation of routes with leisure purposes is, however, a phenomenon of modern industrial societies and coterminous with the advent of the tourism industry.

From the last decades of the 20th century onwards, we have witnessed the unprecedented growth of tourist routes and itineraries around the globe, purportedly due to the changing patterns of tourist demand, namely the search for more flexible, non-traditional holidays and new experiences, and the perceived benefits of tourist routes, namely in terms of tourists/income diffusion, the affirmation of lesser known localities, and the increased attraction and sustainability of destinations (Meyer, 2004).

For its geographical, socioeconomic and cultural characteristics, the Baixo Alentejo region would at first sight benefit greatly from a route-based tourism development strategy: a thinly-populated, vast rural territory, with distinctive natural features, a rich history, heritage and culture and an outstanding gastronomy, based on high-quality, certified and prize-winning products, such as olive oil, cheese, meat products and wines.

Against this background, the proposed paper, which is of a mostly exploratory nature, aims at mapping the tourist routes, itineraries and trails that exist around Beja, the capital of the Baixo Alentejo region and intermunicipal community. The study will offer a preliminary evaluation of the routes'/itineraries'/trails' uses, relevance and attractiveness. It will also propose courses of action that may contribute to the development/improvement of tourist routes in Baixo Alentejo, particularly in the region of Beja. Given its intended purposes, the study will rely mostly on qualitative research methods.

**Keywords:** Cultural Tourism, Routes, Itineraries, Trails, Baixo Alentejo.

## MARIANA ALCOFORADO AND THE MAKING OF BEJA AS A LITERARY TOURISM DESTINATION

**Maria João Ramos<sup>a</sup> and João Rodrigues<sup>b</sup>**

<sup>a</sup> Polytechnic Institute of Beja

mj.ramos@ipbeja.pt

<sup>b</sup> Polytechnic Institute of Beja

joao.rodrigues@ipbeja.pt

Literature-inspired travel has been a consolidated social and cultural practice in Europe, mainly since the advent of the Grand Tour and the development of tourism in modern industrial societies. Associations with writers and their work have shaped local, regional or even national identities and have been responsible for the creation of “imaginative geographies” (Robinson, 2016).

Since the late twentieth century, and in the context of globalisation and of the affirmation of increasingly intertwined cultural, heritage and tourism industries, the production and consumption of literary tourism sites and products have greatly expanded and diversified. Although literary tourism remains mostly a niche form of cultural tourism, some literary (and film) tourist attractions have become loci of mass or even of overtourism. Moreover, since the 1990s, literary tourism has also been critically considered by social and human science scholars and researchers.

Against this backdrop, the proposed paper will look into the phenomenon of literary tourism, particularly as it relates to the production and consumption of places associated with authors and their works. Considering the 350th anniversary of the publication of Mariana Alcoforado’s world-renowned Portuguese Letters, which motivated the organisation of Beja’s Festival B in June 2019, the paper will explore the potential of Mariana Alcoforado’s legacy and of her home — the Convent of Nossa Senhora da Conceição/Beja Regional Museum — for the making of Beja as a literary tourism destination. This study will also present the results of a questionnaire aimed at evaluating the extent to which visits to Beja’s Convent of Nossa Senhora da Conceição are actually motivated by Mariana Alcoforado’s love story and letters.

**Keywords:** Literary Tourism, Mariana Alcoforado, Portuguese Letters, Beja Regional Museum.

## **MARINE TOURISM PRODUCTS IN CANARY ISLANDS. COMPLEXITIES AND CHALLENGES FROM A SUPPLY-SIDE PERSPECTIVE**

**David Domínguez González<sup>a</sup> and Agustín Santana Talavera<sup>b</sup>**

<sup>a</sup> Instituto de Investigación Social y Turismo. Universidad de La Laguna  
ddomingu@ull.edu.es

<sup>b</sup> Instituto de Investigación Social y Turismo. Universidad de La Laguna  
asantana@ull.edu.es

Marine resources and tourism products involved on it are especially relevant in shaping the tourist experience in Canary Islands. Since early 90's, the archipelago have undergone significant changes. Restructuring tourism product strategies driven by public bodies and the market segmentation are crucial to understand the transformation of this sector. Nowadays, there are a plethora of marine tourism products, diversifying the offer and increasing quality and value to the islands destinations. However, there are still many concerns over socioeconomic, cultural and environmental issues in order to develop a sustainable tourist model. A mixed methods analysis of the local characteristics of the marine products provides useful information about the interactions between the main stakeholders, as well as the supply-side perspectives of the planification and management of coastal ecosystems resources and products. This analysis can help to design managerial proposals of improvement, understanding marine tourism as a complex system.

As an investigation in progress, some preliminary findings are exposed. In Canary Islands, whale watching, diving and surfing are by far the biggest and most important specific marine tourist activities. As small tourism firms, these products are basically located in the main mass tourism destinations of the islands, as part of the service infrastructure. Relevant actors describe a complex reality, based on lack of effective management from public administrations, the tensions from a highly competitive market, the need for public-private and private-private networks collaboration. This produces an intense debate on how to face challenges about an efficient and responsible use of marine resources.

### **Keywords**

## **MARKETING PRACTICES OF RETREAT-RELATED HOLISTIC TOURISM ORGANIZATIONS IN PORTUGAL**

**Rute Nunes<sup>a</sup>, Maria de Lurdes Calisto<sup>b</sup> and Carlos Cardoso Ferreira<sup>c</sup>**

<sup>a</sup> IGOT - Institute of Geography and Spatial Planning – University of Lisbon  
rute.nunes@campus.ul.pt

<sup>b</sup> Estoril Higher Institute for Tourism and Hotel Studies  
CiTUR - Centre for Tourism Research, Development and Innovation  
lurdes.calisto@eshte.pt

<sup>c</sup> University of Coimbra  
CEGOT - Centre of Studies in Geography and Spatial Planning  
carlos.ferreira@uc.pt

The growing importance of health and general wellbeing as a concern of consumers is increasing the demand for health-related trips and health-related activities associated with Health and Wellness Tourism, and more recently with Holistic Tourism in the form of retreats. Retreats might be defined as safe places that enable the improvement of general health, renewal of the relationship between body, soul and mind, thus contributing to the personal development of the participant. Due to the growing demand, retreats in Portugal might actively contribute to the destination's competitiveness. However, little is known about this product.

The purpose of this study is to characterize the organizations that offer retreat-related Holistic Tourism in Portugal, namely in terms of their marketing practices. Both secondary and primary data were used - document analysis, interviews and questionnaires to retreats' organizers. Triangulation assured the reliability and validity of results. The sampling process considered organizations that organize retreats with holistic activities in Portugal (including the mainland and the autonomous regions) and were willing to participate in the study. This convenience sample included 30 organizations.

Results reveal that retreat organizers in Portugal tend to be very small organizations, located in the central region of Portugal. Many have lodging facilities with accommodation for 30 guests on average. These organizations offer different forms of Holistic Tourism such as Spiritual Tourism, Yoga and Meditation Tourism, New Age Tourism and, unexpectedly, Nutrition and Detox Tourism. Retreats are characterized by being regular but of short duration, with 14 participants on average. Yoga and Meditation retreats are the most common. There is a significant investment of retreat organizers in adapting their offer to different niches and in assuring significant experiences to their guests. In what relates to marketing practices, these

organizations tend to prefer online social networks for communication purposes, although results suggest they could benefit from building relationships with destinations managers and other local stakeholders.

**Keywords:** Health, Wellness, Tourism, Holistic Tourism, Retreat

## **METHODOLOGICAL PROPOSAL FOR CO-CREATION OF THE NETWORK OF FRIENDLY CITIES OF SENIOR TOURIST.**

**Marta Caetano<sup>a</sup> and Rui Martins<sup>b</sup>**

<sup>a</sup> Polytechnic Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

marta.caetano@ipleiria.pt

<sup>b</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

rui.martins@ipleiria.pt

Portugal is the 4th country in the European Union with the highest percentage of older people (2015 European Commission data), an age group that, despite its heterogeneity, has increasing motivations regarding tourism. Active aging implies a new economic capacity, a mental and physical readiness to acquire new knowledge and new experiences. Studies already conducted recognize patterns of active aging and identify barriers to their achievement, the development of successful strategies for their promotion, and the dissemination of good practices adopted in various contexts.

In 2007 WHO created the Global Network of Senior Friendly Cities which aims to identify the essential characteristics of the urban environment that enable active aging. Already under development in some Portuguese cities, this program meets the need of the elderly to live in environments that provide support and skills development. The present study goes in this direction advocating concerns with the conditions offered by the city to the senior tourism. Based on the program “Friendly Cities of the Elderly” it was intended to develop a research model that allows, on a co-creation basis, to analyze the necessary conditions for the City to meet the attributes to be “friendly cities of senior tourist.”.

The study was based on the Focus Group methodology. The bottom-top participatory approach involving the elderly in analysis and communication allows them to feel empowered to participate in decision-making processes, promoting their inclusion. The choice of this qualitative methodology relates to the need for the involvement of different stakeholders in collecting information based on an in-depth interview analysis.

**Key words:** City product; City tourism; Senior tourist; Push & Pull theory.

## **MOUNTAIN HIKES AND LEVADA PRACTITIONER'S MOTIVATION AND EXPERIENCE- CHARACTERIZATION**

**Catarina Fernando <sup>a</sup>, Helder Lopes <sup>a</sup>, João Noite <sup>a</sup>, Ricardo Alves <sup>a</sup> and João Prudente <sup>a</sup>**

<sup>a</sup> Universidade da Madeira

catarina.fernando@staff.uma.pt

The research for touristic activities in the wild is in expansion in Madeira Island. The region provides excellent conditions due to its variety of scenarios, weather conditions and topography. It is then fundamental to think and to reflect about the quality and the experience that we can provide to those who visit us. As so, the aim of this study is to identify 3 main dimensions related to the practitioner's experience while performing mountain hikes or levadas: 1. Practitioner's motivations; 2. Practitioner's predisposition; 3. Practitioner's experience.

A survey, QEFENRAM adapted from CEFEN (Florida, 2010), in 6 different languages was used to access and to collect the data, directly where the activities took place, immediately after its conclusion. The sample includes 293 replies from 124 males and 169 female subjects from different ages and nationalities.

The data analysis showed us the following results: a) Considering the different levels of motivation (intrinsic, extrinsic and instrumental) 49.5% of the participants revelled intrinsic motivation while 37.2% showed extrinsic motivation; b) 79.2% reported to be aware of safety measures and to have the necessary competence to perform the activity; c) when the practitioners experience was evaluated 76.3% reported to be highly focused on their activity and also felt to be part of the scenario itself. Meanwhile 10.9% of the people refer to fee that, somehow, they were interfering, negatively, with the environment.

Considering the collected data and its analysis we can characterize the practitioner's motivations and experience. Based on this information we can reflect and discuss about the need to improve some aspects in the touristic scenarios in order to improve the experience that can be lived in Madeira through the levadas and mountain hikes.

**Keywords:** Nature, Experiences, Hikes, Levadas.

## **NATURE SPORT TOURISM RESOURCE INVENTORY: ASSESSMENT OF THE NATURAL ASSETS AND INFRASTRUCTURE OF VIANA DO CASTELO FOR THE DEVELOPMENT OF A NATURE SPORT DESTINATION**

**Goretti Silva<sup>a</sup>, Renato Bentes<sup>b</sup>, Edwin Jakob<sup>c</sup>**

<sup>a</sup> Polytechnic Institute of Viana do Castelo

goretti@estg.ipv.pt

<sup>b</sup> German Sports University Cologne / Surf Clube Viana, CAR SURF

renatobentes@surfingviana.com

<sup>c</sup> German Sports University Cologne

Jakob@dshs-koeln.de

The first step for conceiving a prevailing strategy for the advancement of a nature sport tourism destination is the assessment of its resource and its actual state of tourism development. This study aims at discerning the natural resources and infrastructure for the practice of nature sport in Viana do Castelo, in order to identify potential competitive advantages, disadvantages, conflicts and respective solutions. The data was collected through a series of interviews with local experts of each nature sport tourism field. The analysis of the data collected allows to better comprehend the assemblage of existent resources in Viana do Castelo for the practice of nature sport by means of dissection of the main inquiry into five constituent secondary inquiries, allowing for a more in dept scrutiny of the enfolded research question. Each of the secondary questions were analyzed independently, resorting respectively to different approaches, the EEA, QS, QR, TSA and SM assessments, that resulted in the formulation of recommendations that can further nature sport tourism development planning.

**Keywords:** Sport tourism; Nature sport; Destination development; Nature sport destination.

## **OPPORTUNITIES AND CHALLENGES OF WASTE MANAGEMENT IN URBAN TOURIST AREAS IN LISBON**

**Karina Souza<sup>a</sup> and Marília Arruda<sup>b</sup>**

<sup>a</sup> Instituto de Ciências Sociais – Universidade de Lisboa; CiTUR  
karina.souza@ics.ulisboa.pt

<sup>b</sup> Instituto de Ciências Sociais – Universidade de Lisboa;  
marilia.arruda@ics.ulisboa.pt

Sustainable development is a major issue affecting the tourism industry nowadays. One of the key challenges in the quest of tourism towards sustainable development is attributed to the generation of excessive quantities of urban solid waste (USW). The rising quantities of tourism's RUBs produce greenhouse gas (GHG) emissions, thus contributing to global climatic changes. The issue is particularly pronounced in the touristic context where there is a sector dependence on the environmental quality of destinations and in which the rise of tourism is strategically important for economies such as Portugal, which in tourism accounted for 16.7% of exports in 2016, and attracted € 16.6 billion in revenue in 2018.

Considering the impacts of the growth of the hospitality sector on the waste generation in urban tourist areas, this paper will investigate how the hospitality sector and the public waste management sector in Lisbon address this problem in their daily operations, based on the analysis of legal provisions, public policy strategies and official tourism and waste management agencies, the application of surveys and observation in urban tourist areas in Lisbon.

The analysis of these data will be summarized in a Priority Demand Matrix for waste management in urban tourist areas that will cross-check indicators between of what establish the Lisbon Declaration on Sustainable Urban Tourism (World Tourism Organization), the Tourism Strategy 2027 (Tourism Institute of Portugal) and reality of practices in situ, in order to the opportunities and challenges identified can support the construction of intervention methodologies for waste management good practices in the implementation of global commitments and local public policies for climate mitigation and sustainable tourism.

**Keywords:** Waste management, Sustainable tourism, Climate mitigation, Hospitality sector.

## **PEDAGOGICAL AND CULTURAL TOURISM AS A FACTOR FOR THE INTERNATIONAL DEVELOPMENT OF COMPETENCES IN THE CONTEXT OF ENTREPRENEURSHIP, INNOVATION AND CREATIVITY IN TOURISM. AN EXPLORATORY STUDY OF ZINGPLANET BRAND – CABO VERDE AND SÃO TOMÉ E PRÍNCIPE**

**Fernando Vasques Felizardo<sup>a</sup>, Eunice Almeida Duarte<sup>b</sup> and Nuno Castanheira Almeida<sup>c</sup>**

<sup>a</sup> CiTUR Leiria – Membro colaborador; Ph.D. Student, At: EIDUS – Universidade de Sevilha

vasques.f@gmail.com

<sup>b</sup> CiTUR Leiria – Membro colaborador; Ph.D. Student, At: IGOT/ESTHE – Universidade de Lisboa

eunice.duarte29@gmail.com

<sup>c</sup> CiTUR Leiria – Membro integrado; Ph.D., ESTM-Master's Coordinator Marketing and Tourism Promotion

nunoalmeida@ipleiria.pt

The Zingplanet brand has developed an pedagogical-cultural tourism project geared to the international market which is based the optimization of existing spaces for the creation of teaching and leisure academies in Cape Verde and São Tomé.

Developing a mixed concept of vacation and learning for international students who want to know and live these territories in the context of learning and leisure through exchange programs integrating schools and universities. But also active vacation, where thematic programs are stretched to the knowledge of the culture, tangible and intangible heritage. Still sets the creation of an international and intercontinental network of artist residencies to establish exchange and the development of cultural and pedagogical skills as a learning factor. Programs can be designed for specific curricular interests.

At the same time, this project is also designed for qualified teachers and trainers where it is proposed that they can take holidays in volunteering, staying in artistic-pedagogical residences and simultaneously teaching modules, in which they are competent in a mix of pedagogy-teaching and tourism in addition to to trainers and resident teachers.

This exploratory study aims to understand the scope of this tourism product, as it may be impacting to young students of different educational levels, as well as to the destinations and host populations by the possibility of being co-creators of

experiences. Through creative tourism and educational tourism, leading to the development of low-income populations and young people to whom experiences in other territories may be provided, due to the streamlining of this program.

As such, it is crucial to cross this process and product of educational tourism and creative tourism with the state of the art. In this sense, it was found that this product aims to generate development in local communities for linking the teaching of culture and know-how, based on the educational tourism and creative tourism.

**Keywords:** Pedagogical Tourism, Cultural Tourism, Zingplanet, Teaching, Creative Tourism, Tempos Brilhantes.

## **PEDAGOGICAL AND CULTURAL TOURISM AS A FACTOR OF SCHOOL SUCCESS ENHANCED BY CREATIVE EXPERIENCES IN THE HOST TOURIST DESTINATIONS. THE CASE STUDY - ASSOCIAÇÃO TEMPOS BRILHANTES**

**Fernando Vasques Felizardo<sup>a</sup>, Eunice Almeida Duarte<sup>b</sup> and Paulo Cravo Lourenço<sup>c</sup>**

<sup>a</sup> CiTUR Leiria – Membro colaborador; Ph.D. Student, At: EIDUS – Universidade de Sevilha

vasques.f@gmail.com

<sup>b</sup> CiTUR Leiria – Membro colaborador; Ph.D. Student, At: IGOT/ESTHE – Universidade de Lisboa

eunice.duarte29@gmail.com

<sup>c</sup> CiTUR Leiria – Membro integrado; Ph.D., ESTM

paulo.lourenco@ipleiria.pt

Tourism is assumed today as an engine of knowledge development, so tourism is also a "journey" through the universe of knowledge. While scholarly Erasmus or higher education mobility programs were a milestone, today this concept is applicable in many other products, audiences and motivations. In particular, because it has been realized that educational tourism contributes to the acquisition of new knowledge by students, since it meets a certain educational need by enriching it through the practice of tourism, and by creative experiences with local community.

The association Tempos Brilhantes being an institution that develops its activity in the area of education specifically with programs for activity and curriculum enrichment and which at present is responsible for 150,000 students nationwide, has thus developed a brand and tourist product called Zingplanet®, as a transversal concept that allows to associate work-study and leisure by the pedagogical-cultural tourist offer.

This concept is intended for all teaching cycles with tailor-made programs, which are based on creative tourism, co-creation and experiences, namely through participation in the arts, culture and know-how activities. Presented in the first person as a storytelling context, associated with a pedagogical and cultural aspect, through products such as Zingcamps, ZingTrips, ZingCulture with programs, visits or Creative Heritage trips.

Through a literature review based on pedagogical and creative tourism, we sought to understand how pedagogical-cultural and creative tourism are related to school success and motivation. Thus, surveys were conducted on parents' associations, school groups and municipalities.

Thus, we conclude that school success and motivation are intertwined with the new teaching methodologies, namely through experience, and being understood not as a moment of study, but as a moment of "Pleasure" / Leisure.

**Keywords:** Experiences, Creative Tourism, Pedagogical Tourism, Cultural Tourism, Zingplanet, Tempos Brilhantes.

## PRODUCT DIFFERENTIATION THROUGH INDUSTRIAL TOURISM ENHANCEMENT

Tânia Ferreira Guerra <sup>a</sup>, Maria Pilar Moreno Pacheco <sup>b</sup> and António Sérgio Araújo de Almeida <sup>c</sup>

<sup>a</sup> Polytechnic Institute of Leiria, Centre for Tourism Research, Development and Innovation (CITUR), School of Tourism and Maritime Technology  
tania.guerra@ipleiria.pt

<sup>b</sup> Faculty of Tourism and Finance, University of Seville, Spain  
pilarmoreno@us.es

<sup>c</sup> Polytechnic Institute of Leiria, Centre for Tourism Research, Development and Innovation (CITUR), School of Tourism and Maritime Technology  
antonio.s.almeida@ipleiria.pt

This article aims to analyze the industrial resources that are able to define a tourism product, this being assumed as a differentiating factor of a destination.

In addition to a documentary research the practical example of S. João da Madeira has been used. Combined with the concept of cultural tourism, we find the concept of industrial heritage and in this setting the cultural offer, in its industrial expression, becomes an alternative solution that might promote diversified experiences. However, not all existing industrial heritage or industrial offer emerges as something attractive or interesting to the visitor. Mainly, the interest lies in the exceptionality and differentiation of experiences and in a global experience, holistically organized by the Destination.

In this context, the search for alternatives to the traditional tourism product stands out, in order to respond to the needs of an increasingly demanding market with permanent oscillations.

**Keywords:** Industrial heritage, Industrial tourism, Destination differentiation

## PROFILES OF SENIOR TOURISTS IN THE AZORES TODAY

**Teresa Medeiros<sup>a</sup>, Osvaldo Silva<sup>b</sup>, Ana Moniz<sup>c</sup>, Licínio Tomás<sup>d</sup>, Sheila Furtado<sup>e</sup>, Virgílio Vieira<sup>f</sup> and Carlos Santos<sup>g</sup>**

<sup>a</sup> IPCDSH University of Coimbra, University of the Azores

maria.tp.medeiros@uac.pt

<sup>b</sup> CICS.NOVA.UAc, University of the Azores

osvaldo.dl.silva@uac.pt

<sup>c</sup> Centre of Applied Economic Studies of the Atlantic, University of the Azores

ana.id.moniz@uac.pt

<sup>d</sup> CICS.NOVA.UAc, University of the Azores

licinio.mv.tomas@uac.pt;

<sup>e</sup> University of the Azores

sheila.co.furtado@gmail.com;

<sup>f</sup> GBA-/cE3c, University of the Azores

Portugal; virgilio.ff.vieira@uac.pt; 296650000

<sup>g</sup> CEaplaa, Azorean tourism observatory, University of the Azores

csantosort@gmail.com;

Contemporary tourism is an expressive economic sector in the globalized world economies, undergoing a new paradigm characterized by increasing differentiation, personalization and a higher quality requirement. The progressive increase in longevity and quality of life in recent decades has contributed to the current recognition of the importance of the senior tourism segment, especially as post-retirement tourists have more time to travel in the low season, lessening the problem of tourist seasonality. The Azores Archipelago, made up of 9 islands located in the North Atlantic, has been recognized as a prime tourist destination, having garnered important awards from international organizations for its natural beauty, richness of the surrounding ocean and biodiversity of the islands, as well as its diversity, peace and authenticity of traditions and people. Under the “TUSenior55 +” Project (funded by the Azores 2020 Program) and using a quantitative methodology, cluster sampling was carried out in mainland Portugal, in the Azores (S. Miguel, Terceira, Faial and Pico Islands) in the USA and in Canada. From a sample of 1000 surveyed tourists, aged between 55 and 94 years, who visited the Azores in the last two years, this study aims to know their profiles and their search process of the Azores destination. As far as the methodology is concerned the following instruments were used: i) Questionnaire for Senior Tourists; ii) Motivation Scale for Senior Tourists, both instruments having been built for this purpose (Portuguese and English bilingual versions); and iii) Life Satisfaction Scale (SWLS) (Diener et al, 1985; Simões, 1992). Based on the data analysis (using both univariate and multivariate methods) three

different profiles / groups of senior tourists were identified according to nationality, age group, economic level, educational attainment, accommodation type, physical limitations, satisfaction, activity preferences and the perception of their own health status. From the results obtained one can extract some important implications for the future of senior tourism in the Azores.

**Keywords:** Senior Tourism, Azores destination, Tourist Profiles.

## **RAS AL KHAIMAH AS A CASE STUDY OF DESTINATION BRANDING**

**Badran A. Badran**

Zayed University, Dubai, UAE;

badran.badran@zu.ac.ae

'Destinations need to create a brand to help their positioning and to emphasize the uniqueness of the place (Pereira, Correia and Schultz, 2012). This is a case study of destination branding for an emerging destination in the United Arab Emirates (UAE), the Emirate or city state of Ras Al Khaimah (RAK), whose aim is to establish the Emirate 'as a luxury destination for leisure and adventure travel whilst maintaining its appeal for sun seeking, beach loving couples and families. (RAKTDA, 2019). RAK's branding strategy is presented and discussed considering the interplay of two factors; brand authenticity and brand narratives or communications. Authenticity is generally associated with something that is genuine, real, or true. The creation of a brand destination requires specific communication strategies that all the stakeholders should adopt (Capasso, 2017). Narratives in the form of destination information, promotional messages, advertisements, social media feeds etc. should be authentic representations of RAK's brand equity. This study will use the case study method to describe and analyze RAK's destination branding and examine the authenticity of its narratives. Information will be collected from multiple sources, including the Ras Al Khaimah Tourism Development Authority (RAKTDA). Data collection and analysis will generate material suitable for building the case study (McLeod, 2019). This study is significant because it will inform researchers and professionals of whether RAK's approach in destination branding can be successful in competing with bigger, more established destinations like Dubai.

**Keywords:** Destination Branding, Authenticity, Leisure and adventure travel.

## REGIONAL PRODUCTS AND TYPICAL DISHES IN RESTAURANTS IN THE AUTONOMOUS REGION OF MADEIRA

**Bruno Sousa <sup>a</sup>, Helena Pereira <sup>b</sup> and Cármen Sequeira <sup>c</sup>**

<sup>a</sup> CITUR – Madeira - Centre for Tourism Research, Development and Innovation, University of Madeira; Health Service of Autonomous Region of Madeira  
bruno.sousa@mail.com

<sup>b, c</sup> Higher School of Technology and Management of University of Madeira  
helenaper82@gmail.com  
csequeira22@gmail.com

Madeira's regional cuisine, which includes typical dishes and characteristic local foods, is an unmistakable attraction for tourism of this region.

The aim of this study was to evaluate the presence of dishes and typical foods of Madeiran gastronomy in the menus of restaurants in the Autonomous Region of Madeira.

For this study we used a search engine widely used by tourists, “Tripadvisor Portugal®” and made the search for “restaurants” and as a place “Madeira, Portugal”. From the results presented were searched in the menus of the restaurants that presented it online, the presence of the main typical local foods as well as the main dishes of the regional gastronomy.

Of the total of 100 restaurants presented, only 48 made the menu available online, most of which were in the Funchal (92%).

Of the restaurants that provided the menu, we found that the most common typical food was the scabbardfish (52.1%) followed by passion fruit (41.7%), tuna fish (39.6%), banana (39.6%), sweet potato (37.5%) and avocado (29.2%)

Typical regional dishes include black scabbardfish fillet (52.1%), tuna steak (27.1%), “espetada” (27.1%), grilled limpets (27.1%) and tomato soup (25%).

Thus, we find a good expression of local dishes and food in the menus of tourist restaurants, but we think they could be more present and with a greater variety, giving opportunity to those who visit the autonomous region of Madeira to know the regional gastronomy, which is a factor of cultural identity of this region.

**Keywords:** Typical dishes, Regional foods, Restaurants, Gastronomy, Tourism, Madeira.

## **RETHINKING STRATEGIC CITY MARKETING: BEHAVIOR ANALYSIS OF THE PORTUGUESE SENIOR CITY BREAK TOURISM**

**Rui Martins<sup>a</sup>, Alejandro del Moral<sup>b</sup> and Michael Schön<sup>c</sup>**

<sup>a</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

rui.martins@ipleiria.pt

<sup>b</sup> Universidad de Extremadura, Badajoz

delmoral@unex.es

<sup>c</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

michael.schon@ipleiria.pt

The main objective of this study is to understand the behavior of tourists aged at 55 years or more (seniors) in the context of city tourism, and how knowledge of such behaviors can contribute to the construction of the "city brand" strategy. Knowing that the aging of the population is an irreversible trend worldwide and considering the growing importance of the senior segment tourists (due to its greater financial capacity and leisure time availability) for the economy of countries, regions and cities.

The methodology applied in this study consisted in a survey with a sample of 426 valid senior tourist respondents in Portugal, to analyze the role played by the motivations of this tourism segment when they make a city-break.

**Key words:** City product; City brand; City break; Behavior of senior tourists

## **RIVER BEACHES IN SERRA DA ESTRELA TERRITORY: MEANING AND CONTRIBUTIONS TO THE APPRECIATION OF THE TOURIST DESTINATION AND WELL-BEING OF LOCAL COMMUNITIES.**

**Gonçalo Fernandes**

Polytechnic Institute of Guarda (ESTH/IPG), CITUR  
goncalopoeta@ipg.pt

Rural areas and in particular the mountains have been experiencing a growing appreciation of natural and heritage resources and their allocation to recreational and leisure activities, boosting tourism development and generating renewed functions with economic and social impact. Inland waters are becoming increasingly important for leisure and tourism, with many activities associated with them and many users seeking them.

Local communities should understand and value tourism activities supported in river environments and know the uses they represent in a model of territorial promotion and well-being, implying interventions that allow these activities to be received safely and with the consequent concern for environmental preservation. Note that is the quality of the waters, the equity value of the landscape, maintaining the characteristics of river ecosystems and the very rurality that support the value of these spaces in tourism.

River beaches represent leisure facilities for rural communities, allowing people and visitors access to aquatic spaces for leisure, sport and entertainment, creating conditions for enjoying nature and water resources, particularly during the summer period.

The territory of Serra da Estrela, corresponding to the 9 municipalities that make up the Aspiring Geoparque Estrela, contains a set of relevant water resources, where the main Portuguese rivers originate, a diversity of lakes of different origin and where there are a significant number of river beaches and bathing areas. These have their own natural characteristics and management models with different characteristics, but without an overall strategy that articulates in the promotion and valorization of destiny.

The aim is to analyze the characteristics of the river beaches and bathing areas of the Serra da Estrela territory, the support services and equipment, the associated leisure activities and the management methods. It promotes an approach of valorization and

tourism sustainability of the use of inland waters, systematizing its contributions to the strengthening of demand and identity of the tourist destination.

**Keywords:** Fluvial Beaches, Tourism, Recreation, Mountain, Rivers

## **SEGMENTATION OF THE CHINESE TOURIST MARKET THAT VISIT THE COAST REGION OF ECUADOR**

**Elisa Verónica Solís Argandoña<sup>a</sup>, Paul Freire Sierra<sup>b</sup> and Rafael Arce Bastidas<sup>c</sup>**

<sup>a</sup> University of Guayaquil, Ecuador  
elisa.solisa@ug.edu.ec

<sup>b</sup> University of Guayaquil, Ecuador  
paul.freires@ug.edu.ec

<sup>c</sup> University of Guayaquil, Ecuador  
rafael.arceb@ug.edu.ec

The Chinese market is one of the groups that currently lead the international tourism, therefore, the present research, intends to describe its profile and motivations through its segmentation, trying to bind variables that allow to understand how is its behavior at the moment of visiting the Coast Region of Ecuador. The gathered data are the result of information obtained from surveys applied to Chinese tourists located in points of tourist interest of Guayaquil City and at the Jose Joaquin de Olmedo Airport in August 2019. As part of the attained result, it says that Chinese Tourists come specially from Peking City and are of masculine gender, with ages ranging from 22 to 34 years, remaining on average from 6 to 10 days. Regarding to the segmentation of Chinese tourists, there are who travel for vacations, visit to relatives and friends, having as interest's tourist sites of nature, story, aquatic and adventure activities. As part of the conclusions is determined that is essential the knowledge of this market to design tourist products which may suit to their needs.

**Keywords:** Segmentation, Chinese tourist, Profile, Motivations.

## SENIOR TOURISM IN THE AZORES: PRESENT AND FUTURE

**Ana Moniz<sup>a</sup>, Sheila Furtado<sup>b</sup>, Licínio Tomás<sup>c</sup>, Teresa Medeiros<sup>d</sup> and Osvaldo Silva<sup>e</sup>**

<sup>a</sup> Centre of Applied Economic Studies of the Atlantic, University of the Azores  
ana.id.moniz@uac.pt

<sup>b</sup> University of the Azores

sheila.co.furtado@gmail.com

<sup>c</sup> CICS.NOVA.UAc, University of the Azores

licinio.mv.tomas@uac.pt

<sup>d</sup> IPCDSH University of Coimbra, University of the Azores

piresmedeiros@uac.pt

<sup>e</sup> CICS.NOVA.UAc, University of the Azores

osvaldo.dl.silva@uac.pt

The Azores for its unique characteristics are a very attractive destination for senior tourism. Bearing this in mind and recognizing the contribution of tourism to the economic development of the region, as well as the importance of senior tourism as a rising market, the research aims to understand the perceptions of policy makers from the Azores and Portugal mainland regarding the current state and future of the sector in the region. A qualitative approach is used, involving interviewing 21 people, 16 of them male and 5 female, aged between 29 and 61 years and with length of service between 3 months and 45 years. The content analysis, carried out through the QDA Mine Lite software, shows that nowadays the tourism in the Azores is marked by strengths (especially growth potential, uniqueness of destination and economic development of the region), weaknesses (dependence on air transport and risk of tourism stagnation/decline) and challenges (especially networking, tourism promotion and attracting new market segments). Participants predict that the future of senior tourism in the Azores will be one of continued growth, quality tourism and accessible tourism, suggesting, among other optimization strategies, the adoption of universal design principles for accessible tourism, and the creation of tourism products tailored to seniors, as well as improving stakeholder networking and tourism education and training.

**Keywords:** Senior tourism, Policy makers' perceptions, Content analysis, Networking, Product development.

## **SKILLS NEEDS BY ECONOMIC ACTIVITY SEGMENT OF THE PORTUGUESE TOURISM SECTOR**

**Vânia Costa<sup>a</sup>, Andreia Moura<sup>b</sup>, Maria do Rosário Mira<sup>c</sup>, António Cerdeiras<sup>d</sup>, Inês Pinto da Cruz<sup>e</sup>, José Filipe Pereira<sup>f</sup>, Maria Isabel Martins<sup>g</sup>, Oscarina Conceição<sup>h</sup>, Cláudia Almeida<sup>i</sup>, Paulo Carrança<sup>j</sup>**

<sup>a</sup> Polytechnic Institute of Cávado and Ave;  
GOVCOPP, University of Aveiro; CiTUR and UNIAG  
vcosta@ipca.pt

<sup>b</sup> Polytechnic Institute of Coimbra; GOVCOPP and CiTUR  
andreiamoura@esec.pt

<sup>c</sup> Polytechnic Institute of Coimbra; GOVCOPP and CiTUR  
mrmira@esec.pt

<sup>d</sup> Polytechnic Institute of Cávado and Ave  
acerdeiras@ipca.pt

<sup>e</sup> Polytechnic Institute of Coimbra  
inespcruz77@gmail.com

<sup>f</sup> Polytechnic Institute of Cávado and Ave and  
GreenUPorto  
Portugal, jfpereira@ipca.pt

<sup>g</sup> Polytechnic Institute of Cávado and Ave  
Portugal, isilvamartins@ipca.pt

<sup>h</sup> Polytechnic Institute of Cávado and Ave;  
DINÂMIA'CET-IUL, Lisbon and UNIAG  
Portugal, oconceicao@ipca.pt

<sup>i</sup> University of Algarve and CinTurs  
Portugal, calmeida@ualg.pt

<sup>j</sup> Porto and Northern Portugal Tourism  
Portugal, paulo.carranca@portoenorte.pt

The tourism sector is an industry of people and it directly depends on the performance of activities, skills, professionalism, quality and competitiveness, so it is essential to answer with precise planning politics which should be the most approximated ones to the real needs of the sector. The sector presents itself as one of the world most important sectors due to the capacity of generating revenues and job creation. In Portugal, the tourism sector assumes also high importance in society and in the national economy since it remains as the main exporting economic sector. The main challenge of the sector is qualifying and increasing the level of qualification of its workers due to their inadequate level of qualification, expressed in its public

policies, the goal of increase, in the next decade, the qualifications of the tourism employees.

In this sense, this study aims to feature the skills, by subsegments, that touristic human resources should held, based on the importance given to them by the national entrepreneurs of the sector. The study used a quantitative methodology where an online survey was implemented, expecting to develop the ideal profile of the tourism human resources. This study is based on a sample of 555 answers and used a descriptive analysis of the obtained data through an implemented online survey and develops the ideal profile of the tourism human resources, by economic activity segment of the sector, regarding to their soft, hard, management and transversal skills.

The results of the study suggest that the profile of human resources in the tourism sector should include skills such as teamwork, knowledge of market trends, ability to conduct efficient strategic processes and decisions, as well as language skills, sales skills and digital communication.

**Keywords:** Skills, Human capital, Human resources, Human resources management, Tourism.

## **STRATEGIC VALUATION OF LANDSCAPE ELEMENTS IN NORTHERN PORTUGAL AS A TOURISM DESTINATION**

**Fernanda A. Ferreira<sup>a</sup>, Dália Liberato<sup>b</sup> and Ana Filipa Azevedo<sup>c</sup>**

<sup>a</sup> Applied Management Research Unit (UNIAG), School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT)

faf@esht.ipp.pt

<sup>b, c</sup> School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT)

dalialib@esht.ipp.pt,

afilipalazevedo@gmail

This article aims to emphasize the importance and function of the landscape as a tourism resource, increasingly valued in tourism destinations, and its impact on the motivation and preferences of the tourists in the northern region of Portugal as a tourism destination. The main aim of this study is to understand tourist preferences and their motivation regarding landscape as a tourism resource. This study also offers an itinerary of terraced viewpoints in the northern region of Portugal.

Methodology used in this study is quantitative and based on surveys supported with questionnaires. The sample size is 302 participants who have visited the Northern region of Portugal between March and July 2019. The aim of this questionnaire is to understand in what aspects the tourist preferences regarding landscape influence their visit and traveling purpose.

The hypotheses of this study are based on the elements and aesthetics of both rural and urban landscape and their relationship with social demographic variables of the inquiries. After validating the hypothesis, it is notable that there is a relation between the frequency of viewpoint visit and the inclusion of viewpoints on the travel plan of visitors.

This research showed, in general terms, the preference about “coastal landscape”, followed by “mountain landscape”. Concerning “Rural landscape features” and “aesthetic aspects”, the most valued are “sea and coastal line”, “grapevines and vineyards” “birds” and “wild animals”. Regarding “Urban landscape features” and “Urban aesthetic aspects”, the most valued elements are “historic buildings, churches/cathedrals, towers”, on the one hand, and “Preservation of buildings/structures”, on the other. Most respondents usually include viewpoint in their journey plans, while travelling.

In order to promote and enhance the attractiveness of viewpoints, as a result of the appreciation of the landscape, specific aspects should be discussed, such as the appropriation of these elements with infrastructures and equipment, integrating them into roadmaps, in order to maximize the potential of landscapes in the Northern region of Portugal.

**Keywords:** Rural landscape, Urban landscape, Tourism Resource, North of Portugal, Viewpoints.

## **STRATEGIES PROMOTING HIKING AND CYCLE TOURISM IN GREECE. A CASE STUDY.**

**Efthimios Bakogiannis<sup>a</sup>, Charalampos Kyriakidis<sup>b</sup>, Maria Siti<sup>c</sup>, Christos Karolemeas<sup>d</sup> and Efthymia Kourmpa<sup>e</sup>**

<sup>a</sup> Dr. Transport and Urban Planner – Assistant Professor, NTUA  
Sustainable Mobility Unit, School of Rural and Surveying Engineering, National  
Technical University of Athens, Greece

ebako@mail.ntua.gr

<sup>b</sup> Und. Dipl.in Planning and Regional Development, U.Th. - M.Sc. in Urban  
Regeneration, UCL – c.Ph.D. NTUA  
Sustainable Mobility Unit, School of Rural and Surveying Engineering, National  
Technical University of Athens, Greece

kyriakidisharry@gmail.com

<sup>c</sup> Und. Dipl.in Surveying Engineering, NTUA - M.Sc. in Urban Desing, University of  
Strathclyde – c.Ph.D. NTUA  
Sustainable Mobility Unit, School of Rural and Surveying Engineering, National  
Technical University of Athens, Greece

sitim.atm@gmail.com

<sup>d</sup> Und. Dipl.in Surveying Engineering, NTUA - M.Sc. in Geoinformatics, NTUA –  
c.Ph.D. NTUA

Sustainable Mobility Unit, School of Rural and Surveying Engineering, National  
Technical University of Athens, Greece

karolemeaschris@gmail.com

<sup>e</sup> Und. Dipl.in Surveying Engineering, NTUA – c. M.Sc. Environment and  
Development, NTUA

Sustainable Mobility Unit, School of Rural and Surveying Engineering, National  
Technical University of Athens, Greece

sbef95@hotmail.com

Tourism is considered as one of the key drivers of economic growth in Greece. During the last decade, the need for support and development of alternative tourism has been recognized by the public sector and, as a result, various actions have been undertaken across the country. Although they are small-scale ones, it is noteworthy that such initiatives promote environmentally friendly activities, like walking and cycling. Those means of transport are among the most sustainable ones and thus they attract European funding potential. In this context, this paper focuses on the current infrastructure in Greece and the policies implemented in the country. A place close to the Athens Metropolitan Area (Gerania Mountains area) was selected as a case study for this purpose. The case study area was examined in detail in terms of

infrastructure, cultural identity, touristic activity and mobility patterns. After assessing the current situation, proposals were made for the development of a trail network. Based on the proposals and the expected results, the project discusses the benefits of alternative tourism development, focusing on the expansion of the existing touristic model as well as the promotion sustainable mobility as an alternative in daily commuting behavioural patterns.

**Keywords:** Alternative tourism; Walking; Trails; Regional planning; Greece.

## **STUDY OF CUSTOMER SATISFACTION WITH THE HOTEL SECTOR OF THE PRINCIPALITY OF ANDORRA BASED ON THE REVIEWS ON BOOKING**

**Rosa M. Mariño-Mesías<sup>a</sup>, Betlem Sabrià-Bernadó<sup>b</sup>, Josep Fortó-Areny<sup>c</sup> and Aleix Dorca-Josa<sup>d</sup>**

<sup>a, b, c, d</sup> Universitat d'Andorra

rmarino@uda.ad

bsabria@uda.ad

jforto@uda.ad

adorca@uda.ad

The economy of the Principality of Andorra is service-oriented. Being tourism a key sector, one of the policies of the Andorran government is to encourage activity in this sector.

From the activities related to tourism, the hotel sector occupies a key position in the business fabric, consisting mainly of small companies. It is therefore essential to promote proper management of hotel establishments and to achieve a competitive advantage. In this sense, customer opinions are considered a key aspect to increase their satisfaction and therefore the growth of the hotel sector.

For some time now, Internet has become the most important channel of promotion and sale for the hotel sector. In this line, customer feedback is considered a determining factor for business success.

Taking the above considerations into account and having identified the previous relevant studies in this field, the objective of the research is to analyse the satisfaction of the customers staying at 3-, 4- and 5-stars Andorran hotels. To do so, we have used the ratings that have been left at the Booking website during the spring of 2018 and 2019.

A descriptive analysis of the data has been carried out grouping customer rating according to year, hotel classification and location. The results show that customer rating is similar in both periods, being location the best rated variable in 2019 and staff in 2018. In addition, average ratings are higher for 5-star hotels in 2019 and for 4-star hotels in 2018.

Almost all variables are rated better in hotels located at the foot of the Andorran ski slopes than those located in urban areas.

**Keywords:** Customer satisfaction, Hotel sector, Tourism sector, Booking, Principality of Andorra

## **STUDY OF THE SATISFACTION OF THE TOURISTS IN THE ACCOMMODATIONS OF THE TOURIST DESTINATION PENICHE**

**Inês Santos<sup>a</sup>, Júlia Fonseca<sup>b</sup> and Dulcineia Ramos<sup>c</sup>**

<sup>a</sup> Mestre em Marketing e Promoção Turística

ines\_de\_oliveira@hotmail.com

<sup>b</sup> CITUR Leiria. ESTM- Instituto Politécnico de Leiria

julia.fonseca@ipleiria.com

<sup>c</sup> CITUR Leiria. ESTM- Instituto Politécnico de Leiria

dulcineia.ramos@ipleiria.com

This article concerns the analysis of the satisfaction about tourism accommodation in Peniche destination. The main concern is about the trust between customer and business, the word of mouth between clients and, the most important factor, the loyalty with a specific lodging, affects the business itself. Therefore, this study contributes in the development and practice of the most important factor in tourism, the client satisfaction. In this sense and based on information collected through face-to-face questionnaires, where the final sample was 175 respondents (tourists staying at least one night in the municipality of Peniche), an empirical study was carried out in order to obtain the desired results research. The main conclusions obtained allow us to confirm the positive influence of satisfaction on the formation of loyalty to accommodation, on the word of mouth recommendation and, finally, on the creation of trust.

**Keywords:** Tourism, Destination, Accommodation, Satisfaction, Loyalty, Word of mouth, Trust.

## **SUSTAINABLE AND INNOVATIVE TOURISM BUSINESSES: A GOVERNANCE MODEL FOR ENTREPRENEURSHIP**

**Teresa Costa <sup>a</sup>, Maria de Lurdes Calisto <sup>b</sup>, Jorge Umbelino <sup>c</sup> and Victor Afonso <sup>d</sup>**

<sup>a</sup> Setubal Polytechnic Institute

CiTUR - Centre for Tourism Research, Development and Innovation

Teresa.costa@esce.is.pt

<sup>b</sup> Estoril Higher Institute for Tourism and Hotel Studies

CiTUR - Centre for Tourism Research, Development and Innovation

Lurdes.calisto@eshte.pt

<sup>c</sup> Estoril Higher Institute for Tourism and Hotel Studies

CiTUR - Centre for Tourism Research, Development and Innovation

Jorge.umbelino@eshte.pt

<sup>d</sup> Estoril Higher Institute for Tourism and Hotel Studies

CEFAGE - Centre for Advanced Studies in Management and Economics

Victor.afonso@eshte.pt

In tourism, planning aims to reap two benefits simultaneously, to reduce the risk of possible negative impacts, and to enhance their desired positive impacts. This study focuses on the second of these dimensions from the perspective of governance models that facilitate sustainable and innovative businesses creation. This approach is critical due to the importance of businesses to the attractiveness of tourism destinations, mainly in those that struggle to balance attractiveness with sustainability.

In spite of the dynamism of tourism entrepreneurs in most regional tourist destinations in Portugal, the companies that are being created are mostly focused on the usual tourism products, not necessarily investing in innovative or sustainable products. Therefore, there is a need to establish an effective governance model to encourage and support the emergence of innovative sustainable businesses, to enrich and diversify the tourism offer. These businesses result from the entrepreneurial action of current or potential stakeholders. Notwithstanding, entrepreneurs benefit from being aligned with destination's managers and in cooperation with other agents.

Theoretically, we draw from the assumption that the process of innovation is collaborative and requires a local and regional level approach. Departing from the research question, what governance strategies, at the regional level, facilitate the creation of innovative SMEs in tourism and promotes fruitful cooperation between agents?, this study was developed under an inductive research approach, based on

interviews with tourism and entrepreneurship stakeholders from three European regions. The goal is to arrive at a governance model for city councils. The research design is exploratory as we intend to add to the current knowledge on tourism governance models in what regards the facilitation of the creation of innovative and sustainable businesses, which is still an under-researched area of knowledge.

**Keywords:** Governance Model, Tourism, Sustainability, Entrepreneurship, Innovation

# **SUSTAINABLE TOURISM DEVELOPMENT IN THE RED SEA OF THE KINGDOM OF SAUDI ARABIA: THREATS AND OPPORTUNITIES**

**Ali Alyusuf**

Faculty of Tourism College, Saudi Arabia

aalyusef@tvtc.gov.sa

Sustainable tourism is the process by which a society engages in tourism activities with considerations of the impact of the tourism activities on the environment, the social aspects of the society, and the economy (Othman, & Ahmad, 2016). In fact, this is an interesting topic because it studies the importance of managing sustainability in tourism, which is a very wide industry in the world today. The social, economic and environmental impacts of tourism form a basis of discussion when it comes to the study of sustainability. In most countries, the impact of tourism on the social and economic aspects of the society is admirable (Eraqi, 2016, p.123), an aspect that explains the reason behind increased investment in the sector. However, there are concerns over the impact of tourism on the environment. All these aspects have raised various debates, all of which are refutable. According to the Saudi Commission for Tourism and National Heritage (2017), Saudi Arabia is looking forward to nature-based sustainable tourism expecting 20 million tourists by 2020 (Scth, 2017). Attracting tourists through its beautiful marine environment and beaches is both advantageous and disadvantageous (Shaalán, 2017). The advantages are to bring business, invite foreign investors, increase population and bring employment to job seekers (Shaalán, 2017, p.84). However, the disadvantages are economic leakage of income to other countries, and environmental problems (Saalan, 2017).

This paper is going to analyze and criticize an article “Sustainable Tourism Development in the Red Sea of the Kingdom of Saudi Arabia: Threats and Opportunities, through focusing on the impact of tourism on the sustainability of the economy, social factors, and the environment. This study is based on secondary data collected, which means that the researcher has gathered data from other scholars using the interpretive social science paradigm.

**Keywords:** Sustainable Tourism, Threats, Opportunities, Red Sea

## **THE CHARACTERIZATION OF TOURISM ANIMATION COMPANIES AND ITS IMPACT ON THE TOURISM DESTINATION: THE CASE OF MADEIRA ISLAND**

**Eduardo Leite<sup>a</sup>, Sérgio Teixeira<sup>b</sup> and Susana Telesa<sup>c</sup>**

<sup>a, b, c</sup> Universidade da Madeira, CiTUR – Centro de Investigação, Desenvolvimento e Inovação em Turismo  
eduardo.leite@staff.uma.pt

For long, tourism supply has offered mainly accommodation and catering, which is far from the interest for active and unique experiences that nowadays tourists seek. The election of tourism destinations has undergone significant changes since the 1990s influenced by several variables that weigh significantly in the choice of tourists, namely: i) security; (ii) environment; iii) natural and built heritage; iv) history, culture, and traditions; v) events and experiences. Tourist animation companies have gained significant importance to fulfil tourists' wishes and function as a factor that, either on its own or in conjunction with others, arise in tourists the desire to repeat and/or recommend the destination. Being aware of this concern, in 1985, UNWTO defined Tourism Animation as a set of principles, relationships, and activities that relate to the interests of tourists that provide rest, fun and occupation of free time. From this and other complementary forms, tourist animation should provide tourists the contact with nature, residents and heritage, allowing to establish affective ties and memories that are sustained in unique and unforgettable moments. As a consequence, it will be possible to increase loyalty and attract new tourists. Tourist animation plays a major role in the choice of a tourism destination. Therefore, it is important to know the existing supply and to evaluate how companies meet tourists' needs and contribute to tourism indicators.

This knowledge is very important to the Autonomous Region of Madeira, where tourism is the main economic activity. According to data from the Regional Tourism Bureau, tourism translates into the following indicators: i) About 25% of regional GDP; ii) About 15% employment rate; iii) About 407€ M income. For this research a qualitative study was carried out, based on a questionnaire and complementary interviews with the partners/administrators of the tourist animation companies, applied to the approximately 300 companies in the Region, in order to characterize the supply and the demand and to conclude on their appropriateness and valuable contribution to the promotion of the tourist destination. The supplied framework is structured into three main groups: a) Tourist activities on land, outdoors, nature and adventure. b) Maritime activity-tourism. c) Touring and cultural activities. The preliminary results show us that tourism animation in Madeira is related to sea and

nature activities and offer a natural experience. Almost all of the companies are small and employ less than 5 employees and are the result of an entrepreneurial initiative of the owner of the company.

**Keywords:** Madeira island; Tourist animation companies; Tourism destination; Tourist trends.

## THE CITY NEXT DOOR; BRANDING ALEXANDRIA, EGYPT

**Dina M. Weheba<sup>a</sup> and Mohamed A. Nassar<sup>b</sup>**

<sup>a</sup> Hotel Studies Department, Faculty of Tourism and Hotels, Alexandria University  
Mostafa Mosharafa St., Alexandria, Egypt Dina.weheba2010@gmail.com

<sup>b</sup> Hotel Studies Department, Faculty of Tourism and Hotels, Alexandria University  
Mostafa Mosharafa St., Alexandria, Egypt mohamed\_nassar@alexu.edu.eg

Destination branding is a process of branding a place, a product or a city, to attract investment, people and capital. The growing role, significance and importance of destination branding and image in tourism is being widely explored.

There is a growing body of research in destination branding and specifically with relation to tourism products and brands around the world and how they can use certain elements (element mix) to develop a sense of identity to a place. Branding has become very important in travel and tourism industry since it influences tourists' decisions to visit a place or a city and therefore it affects their level of satisfaction. The main aim of destination branding is to create value and enable destination marketers to successfully use the unique characteristics and attributes associated with the city (e.g. products, services, arts, technology, location, culture, etc..) to differentiate, position their destinations and sustain a competitive advantage over other tourism brands around the globe.

This paper, using case-study methodology, aims to report on a wider project with the aim to develop "Alexandria – the city next door" brand to be available for tourists' choices when selecting a destination to visit.

**Keywords:** Destination branding, branding, Destination image, Attributes, Alexandria, case study, Egypt

## THE CONFLICT MANAGEMENT IN THE LOCAL ACCOMMODATION - THE CASE OF MADEIRA

**Sancha Campanella<sup>a</sup> and Élvio Camacho<sup>b</sup>**

<sup>a</sup> Instituto Superior de Administração e Línguas-ISAL , Funchal  
sancha.campanella-267m@advogados.oa.pt

<sup>a</sup> Instituto Superior de Administração e Línguas-ISAL, Funchal;  
elvio.camacho@gmail.com

The exponential growth of local accommodation in major tourist destinations, has led government authorities to adopt new laws and new policies for managing and regulating this activity.

At the methodological level, a mixed methodology of exploratory is used.

This activity results in new conflicts, that request legislator's ability to respond to all inherent conflicts, as well as the continuing need to adjust the law to new developments.

The different ways to make reservations, the multiple stakeholders in this process and the multiplicity of forms of accommodation provided to customers are one of the topics covered in this article, as well as the conflicts that they can generate in terms of law.

It is also intended through this article, to analyse the capacity of the current legislation to respond to all these conflicts and that strategies or changes to the law should be advocated for greater scope.

It is analysed in practical terms, through a collection of data, interviews with different decision-makers and inquiries to customers and owners, the case of the local accommodation in the autonomous region of Madeira.

**Keywords:** Conflict management, Local accommodation, Tourist legislation, Hospitality legislation, Tourism law.

## **THE HANDLING AND ECONOMIC IMPACTS OF FOOD WASTE IN THE BUFFET OF A HOTEL UNIT SITUATED IN LISBON DURING BREAKFAST**

**Joana Marques <sup>a</sup>, Rita Peres <sup>b</sup> and Carlos Ferreira da Costa <sup>c</sup>**

<sup>a</sup> ESHTe - Mestrado Gestão Hoteleira

10076@eshte.pt

<sup>b</sup> ESHTe – CiTUR Estoril

rita.peres@eshte.pt

<sup>c</sup> ESHTe

ferreira.costa@eshte.pt

An increase of the generation of food waste in the hospitality sector has been observed, leading to a growth in the creation of various economic impacts and the importance of an adequate control of food waste and its costs. This investigation aims to analyse the main economic impacts generated by food waste, specific management models and initiatives in a four-star hotel unit in Lisbon during breakfast in the buffet.

Through a qualitative-intensive analysis using direct observation on a non-probabilistic and convenient sample, based on the Food Waste (FW) Hierarchy and the analysis framework of Papargyropoulou, Lozano, Steinberger, Wright, & Ujang (2014), it was gathered during the 18th, 21st, 22nd, 28th and 29th of January, the 6th and the 7th of February, amongst other data, the quantity of food available for consumption, the amount of FW generated, the types of FW handling, and its costs. The breakfast products analysed were: dairy products, vegetables, fruit, meat derivatives, bakery and pastry products, jams, eggs, nuts, cereals, and beverages (English type of breakfast). Certain meetings were held to better measure the economic impact of FW by analysing the direct and indirect costs, enabling a more complete analysis of each practice present in the FW Hierarchy.

Avoidable, unavoidable food waste as well as edible, and inedible FW were observed, mainly due to buffet leftovers and plate scrapes. The hotel mainly redirects its food waste to the staff's cafeteria and for disposal, thus generating a negative economic impact of 57.709,04€. To reduce the negative economic impact produced by the FW management models, certain initiatives were proposed such as: food waste donation (global positive economic impact estimated of 37.808,93€); reduction of portions sizes made available (global positive economic impact estimated of 62.708,31€); reuse of edible FW to create new dishes (global positive economic impact estimated of 3.208,96€).

**Keywords:** Food Waste; Hospitality; Sustainability; Economic Impacts; Control and Reduction

## **THE IDENTITY AND GENUINENESS OF MADEIRA NATURAL AND CULTURAL HERITAGE AS DETERMINING FACTORS FOR SPORTS TOURIST PRODUCTS**

**Jorge Soares<sup>a</sup> and Naidea Nunes<sup>b</sup>**

<sup>a</sup> University of Madeira, Faculty of Social Sciences, Funchal  
jorges@staff.uma.pt

<sup>b</sup> University of Madeira, Faculty of Arts and Humanities, Funchal  
naidean@staff.uma.pt

In this paper, we intend to show the experiences of sports products in active tourism which are associated with the unique features of the natural and cultural environments of Madeira Island. We will do this through theoretical framework and with the results of the two studies present.

Study one uses a quantitative methodology analysis, based on the responses of an anonymous questionnaire which included 290 tourists; 160 tourists were Levadas walkers and 130 were canyoning tourists. Levadas walkers emphasized the uniqueness of the rural landscapes and the forest; their interest in the origin and functions of the Madeira Levadas from a cultural heritage perspective; the integration of man in nature as it pertains of the development of his well-being; the contemplative and relaxing surroundings; the knowledge of biodiversity and the Laurissilva Forest. Canyoning practitioners highlighted the challenges and natural barriers afforded by the steep and unpredictable characteristics of canyons; the courage and physical requirement of mobility and strength; the application of basic abseiling techniques; the refreshing, memorable experience; the diversity of skills that makes the activity fascinating, and lastly the controlled risk.

Study two was done using mixed methodology analysis. Data was collected with an anonymous questionnaire from 42 mountain bikers from a group of 98 participants in the Sandokan Enduro (mountain bike trail in Calheta, Madeira) and a focus group consisting of sporting event directors, owners of local companies and directors of public administration who manage and regulate the natural park. The results highlight the sporting event and the adventure/challenge, as well as the personal and recreational experience for those who are not expert mountain bikers. The diversity of nature, the winding trails and the beautiful landscapes are noted as very important features for mountain biking tourists. Mountain biking is a new and specific market and will require the development of a local strategy designed by the tourist companies, who offer mountain biking as a product, and the local authority who must preserve and regulate the environment and natural protected area.

**Keywords:** Mountain trails; Sport Tourism; Active Tourism; Genuine Experience; Natural Environment; Cultural Heritage.

## **THE IMPACT OF AIRPORT CONSTRAINS AND AIRLINES ON TOURISM – MADEIRA CASE STUDY**

**Susana Teles<sup>a</sup> and Élvio Camacho<sup>b</sup>**

<sup>a</sup> Universidade da Madeira

Funchal; susana.teles@staff.uma.pt

<sup>b</sup> Universidade Lusitana

Lisboa; elvio.camacho@gmail.com

In a region where the airport is the main gateway to its predominant sector, and air transport is the most used by its visitors, any embarrassment at the airport or airline, directly affects tourism.

The negotiation of new routes, the constant need of slots available in the main hub of connection to the destination, and at the same time to hold seats available on the connecting routes, makes the coordinated management of this reality a huge challenge.

The permanent growth of the tourist offer, in order to respond to recent and future growth of tourism, simultaneously implies the reduction of the constraints associated with both the airport and airlines. The aim is to study these realities in the context of the Autonomous Region of Madeira in two areas: In the first part, the impact on the models of destination management, including the models of tourism promotion and development associated with new tourism ventures. In a second part, the impact on prices, tourism demand and customer satisfaction.

The impacts of these constraints on these areas and best strategies for minimizing them are presented.

**Keywords:** Tourism Promotion, Tourism Management, Tourist Satisfaction, Destination Management, RevPar..

## **THE IMPACT OF INSTAGRAM TRAVEL INFLUENCERS ON TOURISTS' BUYING BEHAVIOR.**

**João Vala <sup>a</sup>, Paulo Lourenço <sup>b</sup>, Maria Sofia Lopes <sup>c</sup> and Verónica Oliveira <sup>d</sup>**

CiTUR/Polytechnic of Leiria

joachagasvala7@gmail.com

paulolourenco@ipleiria.pt

maria.lopes@ipleiria.pt

veronica.oliveira@ipleiria.pt

Over the last few years, social media became a highly influential medium, impacting user behaviour. Brands tend to invest heavily in new digital influencers, in order to successfully disseminate their promotional messages. Instagram is a digital social network, focused on the sharing of photos and videos; it's one of the world's most successful platforms.

Nowadays, people choose their travel destination looking at content made available by Travel Influencers, so destinations' promotional activities became dependent on these sources' influence capacity. The present paper calls an [Instagram user] a Travel Influencer or Travel Instagrammer if he has garnered a considerable number of followers, through a content stream focused on tourism and travel, and also if he dedicates himself to rating, recommending, and promoting tourism services and destinations. They should be able, through their content and perceived authenticity, to impact their followers' buying behaviour, and they usually travel and create content full time, using Instagram as the main tool of their professional occupation.

There are several papers focusing on social media and digital influencers' impact on consumer behaviour. However, no other paper has, as far as we were able to tell, studied Instagram's Travel Influencers, this being our current purpose. As such, this study intends to ascertain whether there are in fact certain users whose influence is considerable, derived from a specialization in matters of travel and tourism. This is a quantitative study based on an inquiry by questionnaire, answered by 240 portuguese speaking Instagram users.

Among the most relevant findings, results show that travel websites, tourism guides, blogs, and Instagram have become the main tourism information sources. However, only a minority of respondents feels influenced by such content – in spite of the fact that a majority of them think that it is highly pertinent. Finally, frequent leisure travelers tend to manifest higher pervasiveness to Travel Influencer content.

**Keywords:** Travel Instagram influencers, Buying process; Social media network; Influencer marketing; Consumer behaviour;

## THE IMPACT OF SEIA CHEESE FAIR

**Adriano Costa <sup>a</sup>, José Alexandre Martins <sup>b</sup> and Zaida Ferreira <sup>c</sup>**

<sup>a</sup> CITUR, Guarda, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda

a.costa@ipg.pt

<sup>b</sup> CITUR, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda  
jasvm@ipg.pt

<sup>c</sup> CITUR, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda  
zaidapinto@ipg.pt

Tourism is an important economic activity throughout the world. Currently it represents about 10% of world GDP, one in every 10 jobs created is in the tourism sector, and accounts for 7% of world exports (UNWTO, 2018).

On the other hand, there has been a shift in consumption due to the change of needs because of higher income, culture and schooling of the population, and also due to political and socio-economic changes. Therefore, the current tourist seeks destinations and products that are different in terms of innovation, creativity and, above all, authenticity, which is only possible through endogenous and unique resources.

Thus, the fairs, especially Seia Cheese Fair (Feira do Queijo de Seia), are a type of event that allows to satisfy this new typology of tourist. In addition, it is an important and driving element in the regional economy. Therefore, it is essential to know which impacts this Cheese Fair has on the regional economy, so that it can be consolidated as a competitive and dynamic event of the region.

This study, besides including the socio-economic characterization of visitors to the fair in 2018, seeks to identify their impacts, particularly at the economic level, in the municipality of Seia, as well as to analyze the characteristics and impact of this fair on exhibitors, approximately 105 exhibitors, where 25 cheese producers stand out. Furthermore, the knowledge of these impacts is essential so that those who are responsible for the event can hold the necessary information for their decision-making.

**Key words:** Events, Event Tourism, Local Development and Seia.

## **THE IMPACT OF THE EUROPEAN WINE CITY 2018 - TORRES VEDRAS/ALENQUER (CEV) IN THE LOCAL STAKEHOLDERS**

**Dulcineia Ramos<sup>a</sup> and Rui Penetra<sup>b</sup>**

<sup>a</sup> CITUR - IPLEIRIA – Escola Superior de Turismo e Tecnologia do Mar  
dulcineia.ramos@ipleiria.pt

<sup>b</sup> Empresa Municipal de Torres Vedras – Promotorres  
ruipenetra@hotmail.com

Events can have a very positive impact on the image of a destination. Wine tourism events can be distinguished as holders of special and peculiar characteristics that bring us to "authenticity" and experimentation. These are essential criteria for the success of a tourism product. In this sequence, the objective will be to determine the Impact of the European Wine City 2018 - Torres Vedras / Alenquer (CEV) in the local stakeholders.

The CEV intended to promote the territory and the respective wines and producers, on a national and international scale, as well as to promote the creation of new units for wine tourism and wine shops. The event celebrated over a year and offered a program of cultural, sports and research activities in the field of wine and vineyards, bringing to the knowledge of the specialized and generalized public the wine offer of the two regions in focus.

The objective of this investigation will be to determine the general impact of the European Wine City 2018 - Torres Vedras / Alenquer not only through the application of surveys to local agents and partners of this distinction, but also through the evaluation of the associated media clipping.

The proposed work aims to understand the contributions of CEV to the development of municipalities in terms of: visibility of the territory, potential increase in turnover and diversification of the number of wine labels available to local agents, after the realization of the European City of Wine.

It is intended that this research can contribute to the recognition of this kind of distinction for the territories, demonstrating that through these events there is the possibility of making known the agents involved in the theme of enotourism, obviously provoking the promotion of destination.

**Keywords:** Impact; Promotion; Image of Destination; Enotouris.

## THE IMPACT OF THE WEB SUMMIT OF HOTEL PERFORMANCE, THE CASE OF LISBON

Carla Bento <sup>a</sup>, José Luis Jiménez Caballero <sup>b</sup> and Paulo Almeida <sup>c</sup>

<sup>a</sup> School of Tourism and Maritime Technology, Centre of Tourism Applied Research  
carla.s.bento@ipleiria.pt

<sup>b</sup> Universidad de Sevilla, Facultad de Turismo y Finanzas  
jjimenez@us.es

<sup>c</sup> School of Tourism and Maritime Technology, Centre of Tourism Applied Research,  
palmeida@ipleiria.pt

Dynamic pricing is a response to fluctuations in demand for a product or service making it possible for hospitality companies to have a better performance. Demand generators such as events have a heavy impact in hospitality performance because they create demand that otherwise would not occur. Portugal has seen an exponential growth in tourism in the past years and major events play an important role in investment decisions, both private and governmental. The Web Summit is an annual technology event held in November. Lisbon has been the chosen city for the past three years, 2019 making it the fourth.

Literature has focused its attention mostly on the impact of cultural or sports events, such as the Olympics, revealing positive long-term impacts on performance. It is fundamental to understand what the exact impact of these type of events – business fairs – have in the local economy in order to justify investments.

Methodology: daily data collected from STR allow for a comparative study between hotel performance before and after the Web Summit. We compare the 3 years prior to the event and the last three years of the event, taking place in Lisbon. The sample size is 63 hospitality companies that range from Economy to Upper Midscale Class and data of ARD, RevPAR and Occupancy.

Results show that on the dates of the event ADR and RevPAR increase 115% and occupancy 21% when compared to the previous year. However, on the third year of the event, 2018, these numbers do not see the same increase and remain somewhat similar to the previous year, 2017. This shows that there is major impact on hotel performance justifying the interest governments and other tourism agencies have in attracting these types of events.

**Keywords:** Dynamic pricing, Performance, Events, Web Summit

## **THE IMPACTS OF CULTURAL EVENTS ON LOCAL COMMUNITY. CASE STUDY: VOJVODINA PROVINCE**

**Tatjana Pivac<sup>a</sup>, Sanja Kovačić<sup>b</sup>, Ivana Blešić<sup>c</sup>, Snežana Besermenji<sup>d</sup> and Tamara Lukić<sup>e</sup>**

<sup>a, b, c, d, e</sup> University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management

tatjana.pivac@dgt.uns.ac.rs

sanja.bozic@dgt.uns.ac.rs

ivana.blesic@gmail.com

atena21000@yahoo.com

snstamara@yahoo.com

Tourists are interested in cultural aspects and searching for exciting cultural experiences and cultural events can be one of the ways on how to get these unique experiences.

Due to the fact there are different stakeholders and groups who are included in events and in its planning process (event organizers, local DMOs, local government, visitors, etc.) and due to the lack of communication between them, the impacts that events cause could be dissimilar to different stakeholder groups. The impacts can differentiate because of the contrastive aims and motives. A very important group that is connected with events is local residents. Resident attitudes are important because they are more directly impacted by tourism-related activity in their own 'backyard' and because of that have a strong moral case to be heard and heeded. Events have direct and indirect impacts on communities. They provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments.

The purpose of this survey will be found out local residents' opinions about the impacts of events. Over 400 cultural events are organized in Vojvodina territory. Mixed methods research approach will be used. Data will be gathered with questionnaires (local residents).

**Keywords:** Cultural events, Local residents, Impacts, Culture

## **THE IMPACTUR-ALGARVE PROJECT: DEVELOPMENT OF A PLATFORM TO MONITOR, PREDICT AND SIMULATE THE TOURISM COMPETITIVENESS OF THE ALGARVE WITHIN THE NATIONAL TERRITORY AND SPANISH MEDITERRANEAN BASIN**

**Fernando Perna<sup>a</sup> and Maria João Custódio<sup>b</sup>**

<sup>a</sup> Centre for Tourism Research, Development and Innovation – Algarve (CiTUR – Algarve)

University of Algarve, High School of Tourism, Hospitality and Management, Faro-Portugal; fperna@ualg.pt

<sup>b</sup> Centre for Tourism Research, Development and Innovation - Algarve (CiTUR – Algarve)

University of Algarve, High School of Tourism, Hospitality and Management, Faro-Portugal; mjcusto@ualg.pt

The objective is to develop and maintain an online Decision Support System (DSS) platform to monitor, forecast and simulate tourism competitiveness at the regional level, allowing interaction between DSS users (tourism cluster managers and planners) and DSS producers (science managers and researchers). This dynamic and multidimensional platform will quarterly/annually monitor, compare and simulate forecast scenarios for the Algarve's competitiveness compared nationally, with the 6 other NUT II and internationally with the 5 Spanish Mediterranean NUT II.

Developed by a team of 6 researchers from the University of Algarve, since July 2019, 36 months, it is supported by the Algarve's Regional Operational Programme, Portugal 2020 and the European Union, through the European Structural and Investment Fund. It will contribute to filling the gap represented by the lack of regional/destination competitiveness measurement, forecast and simulation dynamic models to support knowledge transfer and tourism innovation, and the excess use of proxy and immeasurable variables in the existing ones. It is organized in four phases: 1) New trends and needs in tourism competitiveness evaluation; 2) System architecture to process and store the data; 3) Code and calculus of the system to be displayed on DSS website; 4) DSS is launched and regularly updated based on secondary data (national and EU sources), and primary (biannual survey of Algarve visitors).

The added value arises from the project utility for planning and market decisions of destination management. It will also allow to test and predict how changes in the main drivers (market share by country of origin) impact on: economic indicators (occupancy rate), environment (air transport footprint), marketing (service quality

perception), social (tourism intensity) and management (consumer expenditure by categories as accommodation, food and beverage, inter alia), extending the potential population served by the project to the vast matrix of producers and suppliers in the tourism cluster.

**Keywords:** Tourism destination management, Marketing, Regional tourism statistics, Online Decision Support System, Competitiveness, Tourism impacts.

## **THE IMPORTANCE OF DIGITAL MARKETING IN THE TOURISM AND HOSPITALITY INDUSTRY**

**Rita Marques<sup>a</sup> and Nuno Almeida<sup>b</sup>**

<sup>a</sup> CiTUR, ESTM, Polytechnic of Leiria  
Peniche; ana.r.p.marques@gmail.com

<sup>b</sup> CiTUR, ESTM, Polytechnic of Leiria  
Peniche; nunoalmeida@ipleiria.pt

The tourism sector in Portugal has been increasing significantly in recent years, thus assuming a decisive position in the country's growth. However, there is a factor that we try to counter year after year, the seasonality, we are essentially a destination of sun and sea. It is necessary to develop tourist plans and implement marketing strategies to counteract this thought / factor.

Companies are increasingly relying on their marketing plans and strategies to achieve their sales and profit targets. The Social Networks are a very important support in these marketing actions, often undervalued and put aside by lack of knowledge of the administrators of the companies. It is known that internal and external customers are the most asset of any company, and it is indispensable to identify and retain the best customers, so the closer we are to them, the easier it will be to identify their desires and satisfy them.

The intention of implementing a plan of action social networks and dynamization of digital marketing programs arise with the objective of promoting a private Group at local and national level, strengthen the relationship with its customers, activate the Group's perception - To a brand of excellence, product quality and service.

**Keywords:** Digital Marketing, Social Networks, Tourism, Seasonality.

## **THE IMPORTANCE OF ETHNIC FESTIVAL FOR THE PROMOTION OF GASTRONOMY OF NATIONAL MINORITIES IN VOJVODINA PROVINCE**

**Ivana Blešić<sup>a</sup>, Tatjana Pivac<sup>b</sup>, Snežana Besermenji<sup>c</sup>, Sanja Kovačić<sup>d</sup> and Tamara Lukić<sup>e</sup>**

a, b, c, d, e University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management

ivana.blesic@gmail.com

tatjana.pivac@dgt.uns.ac.rs

atena21000@yahoo.com

sanja.bozic@dgt.uns.ac.rs

tamara.lukic@dgt.uns.ac.rs

The events in turn are seen as an important tool for attracting visitors and building the image within different communities. This paper reports on research related to festivals' contribution in the development of cultural tourism. Festivals attract culture tourists to local community events to promote enriching exchanges between tourists and resident. Gastronomy, as a tourist resource, is appreciated not only for its own sake, but also for its ability to generate rural development. Gastronomic tourism is helping to increase rural revenue sources and improve income levels and employment of local labor.

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The position of food in tourism has a paramount value over the last few years as tourists also seek authenticity despite the fact that every ethnic group has different styles of preparing, cooking, preserving and eating food. Food festivals are important components of local food tourism strategies because destinations can promote places, activities, and local food products so as to develop new value of experience to tourists. A food festival is an event where communities engage in public celebration and promotion of local foods for both local and foreign tourists.

In-depth interview will be conducted with tourism stakeholders in Vojvodina Province, especially those working in the field of gastronomy.

**Key words:** Ethnic festival, Gastronomy, National minorities, Vojvodina Province.

## THE INFLUENCE OF THE MEDIA ON TOURISM

**Alba Barreth González <sup>a</sup> and Jose Luis Proaño Moreira <sup>b</sup>**

<sup>a</sup> University of Guayaquil Guayaquil-Ecuador;  
alba.barrethg@ug.edu.ec

<sup>b</sup> University of Guayaquil Guayaquil-Ecuador;  
jose.proanom@ug.edu.ec

Over time tourists have decided to move to different areas due to various reasons: work, tourism, events, etc. When looking for information about places that attract them, probably the media have strongly contributed a large percentage that people are mobilized to a certain place; moreover, they have been the main source of information for potential tourists. This paper analyzes the level of influence of the written, audiovisual and digital media in the choice of tourist destinations. The target audience considered for the research were students of the first semesters of the tourism career, of which the sample proved the previous assumption or research idea. The results indicate that the continuous presence of information about tourist destinations affect the factors of choice of the visitor. As conclusion can be mention that the media provide truthfulness, transmit security and influence the purchase of the dream trip. Future studies must consider the importance of differentiating the media, the influence on generations and their preferred destinations.

**Keywords:** Media, Tourism, Guayaquil, Destination, Tourist

## THE PILGRIM IMAGE OF OUR LADY OF FATIMA: A RELIGIOUS TOURISM BRAND

Vitor Ambrósio<sup>a</sup>, João Caldeira Heitor<sup>b</sup>, Teresa Alves<sup>c</sup>

<sup>a</sup> Escola Superior de Hotelaria e Turismo do Estoril

Av. Condes de Barcelona 808, 2769-510 Estoril; vitor.ambrosio@eshte.pt

<sup>b</sup> Instituto Superior de Gestão

Av. Mal. Craveiro Lopes 2, 1700-097 Lisboa; joao.heitor@isg.pt

<sup>c</sup> Instituto de Geografia e Ordenamento do Território / Universidade de Lisboa

Rua Branca Edmée Marques, Cidade Universitária, 1600-276 Lisboa;

teresa.alves@campus.ul.pt

Religious tourism has shown an increasing importance, with a significant economic and social dimension. The individual search for faith and for spirituality has gained prominence through the process of pilgrimage to sacred places, such as the Sanctuary of Our Lady of the Rosary of Fatima.

The religious activity advocated around the image of Our Lady of Fatima and its movement to various national and international places created a link between people and communities in a process of symbolic mobility and extraterritorial affirmation.

The pilgrim image encouraged an inverse movement of the traditional pilgrimages; it is the image that travels to the pilgrims instead of the pilgrims traveling to the sanctuary. In fact, the image takes the name of Fatima in a process of increasing internationalization, on a new religious aesthetic, promoting, consolidating and expanding this destination of religious tourism.

Verifying that the authorities of the Sanctuary endow the pilgrim image with conscience of its identity and the name it carries, in developing objective links with people, it assumes characteristics and develops the marks of brand name.

The investigation carried through questionnaires, statistical and documentary analysis, direct observations and interviews, allowed to determine the importance of the pilgrim image for the religious tourism sector of Fatima, by fostering the desire of the people to go to the Sanctuary, after its passage in several international places in the world. A power and an influence that it exerts in a process of interaction with the public, as a brand that captivates, conquers and is present in the mind of the people.

**Keywords:** Religious tourism, Pilgrim image of Our Lady of Fatima, Brand.

## THE ROLE OF ATTACHMENT IN THE CHOICE OF TOURIST DESTINATION OF EMIGRANTS: A PRELIMINARY STUDY

**Bruno Barbosa de Sousa<sup>a</sup>, Rossana Santos<sup>b</sup> and Diana Azevedo<sup>c</sup>**

<sup>a</sup> Instituto Politécnico do Cávado e Ave (IPCA), CiTUR research member  
bsousa@ipca.pt

<sup>b</sup> Universidade da Madeira, CiTUR research member  
rossana.santos@staff.uma.pt

<sup>c</sup> Instituto Politécnico do Cávado e Ave (IPCA)  
diazzevedo23@gmail.com

Over the years, the emigration of the Portuguese has been a constant achievement, reaching large percentages in certain periods of Portuguese history. This phenomenon has had significant impacts on the country in certain areas such as the economy, demography, culture, among many others, visible at national, regional and local levels. Emigrants become Portuguese communities residing outside the country, and emigration generates the emergence of the Portuguese diaspora. The phenomenon of emigration ends the bilateral focus between the country of origin and the country of destination. At the same time, the affectivity variable assumes special importance in tourism studies and decision making by visitors and tourists (i.e. behavioral intensions). In the present study, a preliminary contribution is presented based on a sample of 1057 respondents (ie Portuguese residing abroad), aiming to better understand the profile and behavior of migrants and what motivates them to return to Portugal in contexts. for tourism or leisure. More than 50% of respondents report visiting their home country (Portugal) at least once a year (i.e. ethnic tourism). Therefore, a conceptual model is presented, which seeks to highlight the role of attachment in the behavioral intensities of emigrants (i.e. choosing the tourist destination Portugal). Given the above, the results seem to show that attachment will tend to influence the decision of emigrants to choose Portugal as a holiday destination, namely with regard to satisfaction and loyalty to the destination (revisit and recommendation). In the end, some conclusions and limitations of the study will be presented. Some guidelines for future research will be discussed.

**Keywords:** Affectivity, Tourist destination, Emigration, Loyalty, Ethnic tourism

## THE SMARTPHONE IN THE MARIANOS' ROUTE AS A MEANS OF ENHANCING CUSTOMERS' EXPERIENCE

João Caldeira Heitor<sup>a</sup> and Eunice Almeida Duarte<sup>b</sup>

<sup>a</sup> Instituto Superior de Gestão

Lisboa; jmcheitor@gmail.com

<sup>b</sup> IGOT/ Citur - Leiria

Lisboa; Eunice.duarte29@gmail.com

In Portugal there are several churches and sanctuaries dedicated to Our Lady, as such over the years itineraries that constitute the Marian Path Portugal were created. However, in recent years there has been an increase in the use of Smartphones, having been considered as essential in everyday life. As such, applications have been created that allow the tourist / pilgrim to live a religious and cultural experience. In this sense, it is important to check if pilgrims / tourists use the smartphone during the Marian Paths.

The objective of the present study is to verify how the use of new technologies allows the improvement of the pilgrims' experience during their pilgrimage, not being limited to geographic coordinate orientation, but also with the integrated offer of several activities and facilities. To this end, the literature was initially reviewed in relation to the concepts, religious tourism, pilgrimage, pilgrim / religious tourist and Marian devotion, in order to understand the motivations and profile of this pilgrim / tourist. In order to understand how the smartphone can help to improve your experience, surveys were conducted for pilgrims who walk to the Shrine of Our Lady of the Rosary of Fatima.

Through the results obtained, it is possible to understand that its use allows the improvement of the experience by enriching it, but also increasing a sense of "safety". It should be noted that despite the search for a more introspective experience that aims to increase self-knowledge and a more spiritual experience, they still use the new technologies.

**Keywords:** Sustainable Tourism, Marian Paths, Religious Tourism, Experience Enrichment, Tourism Satisfaction.

## **THE TERRITORIAL DIMENSION OF TOURISM MARKETING: GENERATING A GEOGRAPHIC INFORMATION SYSTEM FOR THE APPLICATION OF GEOMARKETING TO THE COMMERCIAL ACTIVITY OPTIMIZATION IN COASTAL TOURIST AREAS**

**María Pilar Peñarrubia Zaragoza<sup>a</sup>, Moisés Simancas Cruz<sup>b</sup>, Rafael Temes Cordovez<sup>c</sup>, Ruth De León Rodríguez<sup>d</sup> and Lucía Palmero del Rosario<sup>e</sup>**

<sup>a</sup> Universitat de València

M.Pilar.Penarrubia@uv.es

<sup>b</sup> Universidad de La Laguna

msimancas@ull.es

<sup>c</sup> Universitat Politècnica de València

rtemesc@urb.upv.es

<sup>d</sup> Universidad Europea de Valencia

rutdeleo@gmail.com

<sup>e</sup> Universidad de La Laguna

luciapr1993@gmail.com

The territorial variable constitutes an essential variable of the design of tourist activities adapted to the idiosyncrasy of each urban-tourist space. This is not so much because of its behavioral incidence, but because the characteristics and resources of the tourist area affect the factors that allow such segmentation of demand. Geomarketing can solve that issue. This is due, among other things, to the fact that it allows the territorial segmentation of the offer, through the spatial modeling of the urban-tourist space based on the geographical patterns not only of the behavior of the consumer of products, but also of location, typology and category of commercial equipment and services. All this favors the development of market strategies adapted to the objective subgroups of consumers (tourists) applicable to the design of business efficiency strategies. For this, the alphanumeric statistical information, a microscale and georeferenced and / or geocoded result essential. However, traditional public sources do not provide spatial data with statistical and cartographic value.

The main objective of this paper is to analyze the potential of the integration into a Geographic Information System (GIS) of the spatial variables necessary to generate said geographic information and, therefore, apply geomarketing strategies. For this, this is conceptualized in the first part of the text. In the second, the importance of spatial data stories is justified. In the third one, an example of the implementation of a GIS that allows the establishment of tourist accommodation establishments with businesses in a tourist area on the coast of the Canary Islands (Spain) destination is

related. The investigation concludes by ratifying the premise that, in most cases, tourist accommodation determines the location, type and category of commercial equipment and services, so that geomarketing techniques and methodologies have a technique and techniques suitable for their optimization in the urban-tourist space.

**Keywords:** Coastal tourism areas, Geomarketing, Segmentation, Territorial optimization, Commercial equipment and services.

## THE TOURISM DISTRIBUTION IN PORTUGAL AND SPAIN: AN APPROACH TO ITS PERFORMANCE EVALUATION

**Fernanda Oliveira <sup>a</sup> and Conceição Gomes <sup>b</sup>**

<sup>a</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

foliveira@ipleiria.pt

<sup>b</sup> Polytechnic of Leiria, Centre for Tourism Research, Development and Innovation – CiTUR

conceicao.gomes@ipleiria.pt

This study aims to strengthen knowledge about the tourism distribution sector, using the calculation and analysis of indicators and financial ratios, as part of this sector companies' performance evaluation. In this case, return on equity (ROE) was used as this ratio measures how effectively management is using shareholders investment to create profits. Using the Dupont model, the main objective is to identify which financial factors influence travel company's ROE from the shareholder viewpoint (Lopes et al., 2014; Pratt, 2011, Rodrigues and Simões, 2008). To this end, an Iberian study involving 7672 travel companies (travel agencies, tour operators and other reservation services and related activities) was conducted. The ROE was calculated for the years 2007 and 2017 for 2074 Portuguese companies and 5598 Spanish. The ROE calculation in those two years identifies an increase of 4 p.p. for Portugal and 13 p.p. for Spain. In Spain, the Tour Operators sub-sector is the one with the highest ROE increase in 2017 (29p.p. between 2007 and 2017), while in Portugal it is the Travel Agencies subsector (4p.p.). This increase in ROE in 2017 is positively determined by net income after taxes and earnings before taxes and interest (EBIT) in both countries. Moreover, in Spain, this ratio also has a positive influence of assets, turnover and headcount. Thus, Portugal and Spain reveal two different realities in this highly competitiveness sector. What lessons can be drawn from these two countries reality? What should managers do to be proactive regarding the issues which influence performance evaluation?

**Keywords:** Return on Equity (ROE), Performance evaluation, Travel agencies and tour operators

## **THE TOURIST METROPOLIZATION: IS IT A NEW PARADIGM IN THE PLANNING IN THE TOURIST CITIES?**

**Najib Samouh**

University of Alicante, Spain  
ns70@alu.ua.es

A large tourist cities are experiencing rapid dynamics and intense transformations at different levels, paradigms such as globalization, metropolitanisation, governance and spatial cooperation.

The emergence of tourist activity in mature tourist destinations, as a result of exceptional success of urban tourism, changes in the practice of tourism demand, the emergence of new models of the supply of experiences and the tourist distribution, challenging the conjuncture of economic crisis and tourism seasonality.

The exponential growth of tourism activity in mature destinations is generating pressure on the socio-economic fabric of the local community, tourist icons and the spatial scale. Consequently, there is a need for new approaches and paradigms in tourism planning and spatial planning to meet current and future challenges.

The concept of metropolization, is not a new concept has been presented in recent decades as a paradigm in territorial planning and urban development in cities, this concept was used by evolutionary economic geography to explain urban dynamics and space in large cities due to the effects of the globalization of the world economy.

In this article, we try to reflect on the role of tourism in the construction of the metropolis, based on the discourse analysis of the metropolization process based on the documentary bibliographic review of the existing theory on metropolization for the better understanding of the phenomenon of the tourist metropolization of the city.

This work is part of the theoretical framework for doctoral research on the subject: tourism metropolization between the challenges of land planning and tourism planning: The Barcelona case.

**Keywords:** Spatial planning, Tourist city, Metropolization, Tourism planning, Barcelona

## **TIME LAG BETWEEN THE VISITOR GROWTH AND THE EMPLOYMENT GROWTH – IN CASE OF OKINAWA ISLAND**

**Yasuhiro Watanabe**

Professor, J.F. Oberlin University, Tokyo, Japan,  
watanabe@obirin.ac.jp

Japan's population is decreasing and aging. In 2018, the population decreased by 0.21%, the seniors accounting for 27.3% of the total population. To compensate the economic slowdown caused by the trend, the government is making every effort to enlarge the economic impact of tourism. Tourism indeed brings economic benefits such as greater income or more jobs. But how soon are these benefits seen?

The Island of Okinawa in southern Japan is a resort destination enjoyed by both domestic and international visitors. The annual visitor arrival to this Island is about 10 million, approximately same as Hawaii, and growing. Also similar to Hawaii is that, in the political framework, Okinawa is an individual state of Japan. Because of this situation, various reliable statistics in the area of economy and tourism is available. Taking in this advantage, this study will try to analyze the time lag between the visitor growth and the appearance of benefits of tourism. After the investment to expand the visitor is made, how soon can the employment growth be expected?

In the history of tourism in Okinawa, the Island is experiencing the greatest visitor growth since 2011, when the country was hit by the great earthquake and tsunami. How this visitor growth is affecting the state society and economy is measured by the statistics of state tax income, gross state production, unemployment, wages and consumer prices. The investigation revealed that employment was the fastest to follow the visitor growth, but after three years the its growth starts to slowdown. Two to three years' time lag was seen in the growth of state tax income, and almost seven years was needed for the state production to see the growth. The rise in the consumer price is gradual and considerable increase of the wages is not yet seen.

**Keywords:** Benefits, Unemployment, Visitor-arrivals, Income, Economy.

## **TOURISM REVENUES REGRESSION FOR TOURISM METHODOLOGY ON PROMOTION INVESTMENT DECISION**

**Élvio Camacho<sup>a</sup> and Manuela Sarmento<sup>b</sup>**

<sup>a</sup> Universidade Lusíada

Funchal; elvio.camacho@gmail.com

<sup>b</sup> Universidade Lusíada

Lisboa; manuela.sarmento2@gmail.com

The amount of financial resources and the continuing need for monitoring and evaluation of the return of tourism promotion, consubstantiates the implementation of methodologies for a priori evaluation of the promotion investments.

The variable decision of the methodology and corresponding link with the objectives of the strategic plans, the tourism promotion plans, generated the need for the use of regression models in tourist revenues, as a mechanism of direct interconnection of objectives and outcomes to be obtained.

The regression allows to sustain the prediction, for tourism promotional plans, based on historical revenue data on tourism, and other variables.

Tourism promotion plans refer as the main objectives of their campaign: Guests, Length of stay and Revenue per available room.

The evaluation methodology, with the inclusion of the regression model, allows to analyze the promotion plans in accordance with the proposed objectives, also adding the ability to monitor the variables and their behavior before the occurrence of Non-systemic events.

**Keywords:** Tourism Promotion, Return On Investment, Tourism Revenues, Tourism Revenues Regression, Promotion Index.

## **TOURISMPHOBIA AND THE RESIDENT-VISITOR RELATIONSHIP: THE CASE OF PORTO (PORTUGAL)**

**Diogo Cardoso<sup>a</sup>, Raquel Mendes<sup>b</sup> and Laurentina Vareiro<sup>c</sup>**

<sup>a</sup> Master student in Tourism Management

ESHT/IPCA; diogobpcardoso@gmail.com

<sup>b</sup> School of Management, Polytechnic Institute of Cávado and Ave/UNIAG

Campus do IPCA - Barcelos; rmendes@ipca.pt

<sup>c</sup> School of Management, Polytechnic Institute of Cávado and Ave/UNIAG

Campus do IPCA - Barcelos; lvareiro@ipca.pt

Tourism is related to leisure and rest, but it is becoming distorted and becoming a threat to the daily life, comfort and tranquility of the inhabitants of the cities most sought after by tourists, since they destroy their natural environment, harass their culture, prevent their participation in activities and the frequency of places that belong to them. This is part of a newly coined term, tourismphobia, which is generalized when the equilibrium or carrying capacity of a destination is poorly planned. Overcrowding influences the tourist destination experience, creates tension among the local community and in extreme cases the population may be prevented from enjoying the natural facilities of their own country or region. The phenomenon of tourismphobia is directly related to the increase in unsustainable practices of mass tourism and is explained by a manifestation of social malaise against the tourist pressure. Too much tourism can deprive a community and marginalize residents.

The interaction that residents maintain with tourists may have a fundamental role in the tourist destination experience. Given that, residents are important tourism stakeholders and influence the destination development process, it is essential to understand their perceptions and attitudes towards the impacts generated by tourism. Thus, one of the fundamental components of any strategy of tourism development of destinations is the local community. The development of tourism based on the local community has become an important tool for the sustainable management of the destination. Working with people, and not just for the people, should be the motto of any tourism development strategy.

The aim of this study is to explore how local residents perceive tourism impacts in the city of Oporto, as well as to explore the resident-visitor relationship. Questionnaires were applied in 2019 to the residents in order to assess the interaction that they tend to maintain with the visitors, and in what way this relationship influences tourism activity and the value of the tourist experience, as well as the main positive and negative impacts of tourism growth in the city.

The results from this study, as well as the various strategic measures suggested to minimize the negative impacts and maximize the positive impacts of tourism in Oporto, are a valuable source of information for tourism destination managers and other tour operators.

**Keywords:** Impacts; Oporto; Residents; Tourismphobia.

## **TOURIST ACTIVITIES ARE SHAPING THE IMAGE AND DESTINATION PERSONALITY? THE CASE OF ROMAN HERITAGE SITES IN SERBIA**

**Sanja Kovačić<sup>a</sup>, Tamara Jovanović<sup>b</sup>, Tatjana Pivac<sup>c</sup>, Ivana Blešić<sup>d</sup> and Snežana Besermenji<sup>e</sup>**

<sup>a, b, c, d, e</sup> University of Novi Sad, Faculty of Sciences, Department of Geography,

Tourism and Hotel Management

sanja.bozic@dgt.uns.ac.rs

tamarajovanovicpmf@gmail.com

tatjana.pivac@dgt.uns.ac.rs

lvana.blesic@gmail.com

atena21000@yahoo.com

Majority of destination image studies deal with the effect of destination image on the tourists' choice of activities at the destination. However, the authors believe that a reverse influence could also exist. Choice and preference of activities on a tourist destination could influence the formation of the destination image, destination personality or influence the change in previously formed destination perception. For example: If a tourist participates in adventure activities or extreme sports at a tourist destination, he/she could perceive this destination as exciting. In order to investigate the influence of the choice and preference of tourists' activities on destination image and personality, a questionnaire was conducted on a sample of 502 visitors of 9 cultural heritage sites along the cultural route "The Trail of the Roman Emperors" in Serbia. The survey was conducted from February to August 2015. The results of the GLM (General Linear Model) model revealed that there is no significant impact of the activity choice on the perception of destination image and personality. However, the study indicates that tourists perception of how interesting is a particular activity for them (participation in organized events, thematic activities, and passive visit) influences destination image and destination personality. Specifically, our study revealed that participation in organized activities influences the perception of destination as sincere and exciting, thematic activities positively influence the perception of cognitive image and sincerity, while passive visit influences our affective image and our perception of destination sincere and rugged. The major finding of our study is that solely activity choice does not influence destination image and destination personality but our perception of how these activities are interesting to us. The paper discusses further implications for both destination and marketing managers.

**Keywords:** Destination image, Destination personality, Tourist activities, Cultural heritage sites, Serbi

## UNDERSTANDING THE ENGAGEMENT IN TOURIST ACTIVITIES OF PEOPLE WITH SPECIAL NEEDS: CONSTRAINTS AND CHALLENGES

Eugénia Lima Devil <sup>a</sup>, Liliana Saraiva <sup>b</sup> and Celeste Eusébio <sup>c</sup>

<sup>a</sup> Polytechnic Institute of Coimbra,  
eugenia@esec.pt

<sup>b</sup> University of Aveiro,  
lcsaraiva@ua.pt

<sup>c</sup> University of Aveiro,  
celeste.eusebio@ua.pt.

Travelling with a disability, or other special need, can be a very complex process, affecting the quality of tourism experiences. Although the academic interest in this field have been growing in the last decade, the research in this domain is still scarce and limited to specific dimensions of disability. The purpose of this communication is to analyze the complexities of travel with a special need, identifying the factors that constrain their decision to travel and trying to understand the nature and effects on travel satisfaction. A qualitative study was undertaken using in-depth interviews applied to a set people with special needs. Between February and April 2019, a sample of 45 people with different special needs (people with disability – mobility, sensory and cognitive –, seniors and people with food and respiratory allergies) were interviewed. Data were examined through content analysis.

Results reveal a relatively low participation of people with disabilities in tourism activities. However, differences in terms of participation in tourism activities were observed according to the characteristics of the interviewed. Moreover, results also reveal that persons with special needs face a diverse set of constraints that demands a huge effort to overcome in order to allow the participation on tourism. Sometimes, the perception of constraints before travel takes place makes going on holiday unappealing. It is possible to identify patterns of factors influencing the process depending on individual's personal context, impairment condition and social environment. This study provides relevant theoretical and practical contributions. The tourism suppliers, as well as the education institutions responsible for the training of professionals in tourism, should be aware of travel constraints face by people with special needs to implement strategies to overcome these travel constraints. The paper ends with some guidelines to overcome the travel constraints identified to increase the participation of people with special needs in tourism activities.

**Keywords:** Accessible tourism, Qualitative study, Content analysis, Travel constraints, People with special needs.

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## UNESCO BRAND PORTRAIT IN PORTUGAL - THE USE OF THE BRAND ON OFFICIAL WEBSITES

**Tânia Sofia Almeida<sup>a</sup> and Nuno Almeida<sup>b</sup>**

<sup>a</sup> PHD Student at University of Seville, Member of CiTUR Polytechnic of Leiria (Portugal) tanalmbra@alum.us.es

<sup>b</sup> Nuno Almeida, ESTM, CiTUR, Polytechnic of Leiria (Portugal)  
nunoalmeida@ipleiria.pt

This paper aims to examine the way that the municipalities communicate the UNESCO World Heritage brand on their official websites, subsequently to the much desired World Heritage Listing.

In 2019, with the classification of 2 new sites by the United Nations Educational, Scientific and Cultural Organization, Portugal's presence on the World Heritage List increased to 17 sites. For the purpose of this study selection of the World Heritage Sites followed two criteria, to be a cultural site and a single municipality site. After literature review this exploratory study analyzes the use of the logo and how the UNESCO classification is communicated on the official websites of 13 municipalities, in Portugal.

Findings demonstrate inconsistency in communicating the classification, being that the WH logo is not used in 11 (65%) of the 17 websites analyzed.

This paper contributes to the field of destination branding by gathering information which will enable future research. For the municipalities and other official site managers, this paper provides further insight into the online use of the UNESCO brand.

**Keywords:** UNESCO, Websites, Destination branding, World Heritage List, Cultural, Portugal

## **USING DATA ANALYTICS TO UNDERSTAND VISITORS ONLINE SEARCH INTERESTS: THE CASE OF DOURO MUSEUM**

**Aida Carvalho <sup>a</sup>, Arlindo Santos <sup>b</sup> and Carlos R. Cunha <sup>c</sup>**

<sup>a</sup> CITUR, Instituto Politécnico de Bragança, Portugal

acarvalho@ipb.pt

<sup>b</sup> ALGORITMI, Instituto Politécnico de Bragança, Portugal

acsantos@ipb.pt

<sup>c</sup> UNIAG, Instituto Politécnico de Bragança, Portugal

crc@ipb.pt

Regional museums are relatively recent museum structures that emerged in the late 19th century after universal exhibitions. They are museums specifically dedicated to the representation of a given population in a specific territorial context, highlighting the fundamental traits that characterize the nature and essence of that community, differentiating it from others. In northern Portugal, Law no. 125/97 created the Douro Museum, a territory museum that represents the natural and cultural heritage of the demarcated Douro region, the first demarcated and regulated region of the world, in 1756, by Marques de Pombal, extending over an area of of 250,000 hectares, between Barqueiros and Barca d'Alva, along the Douro River and its tributaries. The museum has a “polynuclear structure distributed throughout the Douro region, based in Peso da Régua” (art. 2), serving as an element for mobilizing tourists, mainly through its main temporary exhibitions, videos, etc. In an information society, characterized by the empowerment of citizens with regard to their ability to independently obtain information and, in the process, to leave their footprint, it is crucial to understand and anticipate their interests. In this way, the supply and responsiveness of tourism agents and regional actors will be increased, making them better able to decide for an offer better suited to the real interests of visitors - and even enable to influence them.

This article aims to know the profile of tourists / consumers through their online behavior, trying to understand what kind of information they are looking for, which keywords are most used and searched using the fundamentals of Data Analytics and using the Google Trends tool. Moreover, this study enables to better understand the connection between online search interests and the reality of the Douro Museum visitors.

This approach is nowadays a major contribute to bridge the gap between visitors needs/interests and tourism player's strategies definition, making Data Analytics a fundamental tool to enable decision support systems.

**Keywords:** Data Analytics, Douro Museum, Google Trends, Tourists, Tourism.

## **VIRTUAL MUSEUM OF TOURISM (MUVITUR) UNVEILS MADEIRA'S HISTORY OF TOURISM (1930-2000)**

**Maria José Aurindo <sup>a</sup> and Conceição Machado <sup>b</sup>**

<sup>a, b</sup> Escola Superior de Hotelaria e Turismo do Estoril

maria.aurindo@eshte.pt

conceicao.machado@eshte.pt

The leading aims of this paper are: i) to recognize the potential of the online catalogue of the Virtual Museum of Tourism (MUVITUR) for research purposes; ii) to recognize the features that have been shaping the destination's image within the context of Madeira's history of tourism.

In order to pursue these goals in an integrated way a search on MUVITUR's catalogue for digital objects indexed with Madeira and its related geographic descriptors was carried out. The results were then filtered in search for printed promotional visual materials, edited between 1930 and 2000, which became the corpus of the study hereby presented.

Tourism marketing promotes the destination in a way such as to build a distinctive, positive and attractive image in the minds of potential consumers aiming to pursue a strategic positioning. The growing competitiveness amongst the destinations as tourism products and the increasingly diverse tourist offer compels stakeholders to build an indelible and distinctive destination brand within the competition. The image of a destination is formed together with the perceptions and expectations that the consumer has of it, with the information conveyed by the tourism promotion, the travel agencies, the tour operators, the airlines, the media or just from the accounts of the experiences of family or friends.

Labelled the "Atlantic Pearl" in the earliest days of its tourism development, Madeira has been a recognized tourism destination since the nineteenth century. Currently, while still holding onto this consolidated image, promotional endeavors try at the same time to differentiate its singularity.

We wish to throw light on sets of images produced for promotional purposes, that are now gathered as important historical record, and allow to understand better the means by which Madeira has been promotionally fashioned and portrayed abroad over seventy years.

**Keywords:** MUVITUR, Madeira island, History of tourism, Tourism promotion, Destination image, Representations.

## **WALKING & CYCLING ROUTE OF CARSO: SPORT AND TOURIST QUALITY ASSESSMENT**

**Luís Carvalhinho<sup>a</sup>, Paulo Rosa<sup>b</sup>, Ana Conceição<sup>c</sup>, Carlos Mata<sup>d</sup>, César Oliveira<sup>e</sup>**

<sup>a</sup> CiTUR – Centro de Investigação, Desenvolvimento e Inovação em Turismo  
Sport Sciences School of Rio Maior – Polytechnic Institute of Santarém  
lcarvalhinho@esdrm.ipsantarem.pt

<sup>b</sup> CiTUR – Centro de Investigação, Desenvolvimento e Inovação em Turismo  
Sport Sciences School of Rio Maior – Polytechnic Institute of Santarém  
prosa@esdrm.ipsantarem.pt

<sup>c</sup> Sport Sciences School of Rio Maior – Polytechnic Institute of Santarém  
anaconceicao@esdrm.ipsantarem.pt

<sup>d</sup> Sport Sciences School of Rio Maior – Polytechnic Institute of Santarém  
carlosmata@esdrm.ipsantarem-pt

<sup>e</sup> Sport Sciences School of Rio Maior – Polytechnic Institute of Santarém  
cesaroliveira@esdrm.ipsantarem.pt

In recent years, the walking and cycling routes in the national territory have been a reality with a great growth. These types of products aim to attract the largest number of people, contributing to local development and its sustainability. Therefore, it is important to quality assessment of these products, in different dimensions of analysis, namely in the sport context and in the tourism context. The purpose of this study is to make the quality assessment on Route of Carso, inserted in the Natural Park of Serras de Aire e Candeeiros, on walking and cycling aspects, considering the risk assessment and the level of physical effort in the sport dimension, and the level of interest and availability of tourism support services.

The participation group consisted of 65 individuals and data were collected through three instruments: i) Technical Assessment; ii) Physical Effort Assessment; iii) Tourism Assessment. Considering that the Route of Carso is composed by 135km spread over 8 independent stages, preliminary results indicate that there are different quality levels between the various stages. Therefore, the differences manifest themselves in terms of physical effort and level of tourist interest. We understand that this information is relevant and should be disclosed, so that those responsible can improve their products, and for others interested in this Route to have access to different options, according to their sport, recreational and tourism interests. These gains may be one of the keys to sustainability.

**Keywords:** Route of Carso, Quality assessment, Sustainability

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