

THE IMAGE AND SUSTAINABILITY OF TOURISM DESTINATIONS

PROCEEDINGS OF
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2019

ABSTRACT BOOK

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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

TABLE OF CONTENTS

TABLE OF CONTENTS

ORGANIZING COMMITTEE	3
KEYNOTE SPEAKERS	13
KEYNOTE SPEAKERS – ABSTRACTS	17
THE END OF TOURISM AS WE KNOW IT	18
LUIZ MOUTINHO	18
ACCESSIBLE AND INCLUSIVE TOURISM: WHY WE SHOULD BELIEVE	19
JORGE UMBELINO	19
CIRCULAR ECONOMY AND TOURISM: A MODEL SHIFT	20
ALFONSO VARGAS	20
LISBON: SUSTAINABILITY AND CHALLENGES FOR A WORLD'S LEADING CITY DESTINATION	21
JOSÉ MANUEL SIMÕES	21
DETERMINANTS OF ATTENDEES' EXPENDITURE: EVIDENCE FORM A PORTFOLIO OF EVENTS	22
ANTÓNIO ALMEIDA	22
PARALLEL SESSIONS - ABSTRACTS	23
A NEW DIMENSION ON SUSTAINABILITY OF TOURISM DESTINATIONS: THE "GREEN WATER" PROGRAM ...	24
DIANA FORISA⁺, ADRIANA TOKARB[®], DĂNUȚ MARCEL TOKARC[°] AND TIBERIU FORISD[°]	24
ACCOUNTING FOR DISSIMILARITIES IN HOSPITALITY COSTS AMONG PORTUGUESE REGIONS.....	25
ÍRIS TOURITA⁺, CONCEIÇÃO GOMES[®], CÁTIA MALHEIROS[°] AND LUÍS LIMA SANTOS[°]	25
ADVENTURE TOURISM SAFETY MANAGEMENT IN PORTUGAL - CANYONING CASE STUDY	27
MÁRIO SILVA⁺ AND MARIA DO CÉU ALMEIDA[®]	27
AGROTOURISM: AN OPPORTUNITY FOR THE SUSTAINABLE DEVELOPMENT OF THE AGRICULTURAL SECTOR IN THE PROVINCE OF LOS RÍOS, ECUADOR.....	29
ELISA SOLIS ARGANDOÑA⁺ AND JOSÉ ANTONIO CAMUÑEZ RUIZ[®]	29
AN APPROACH TO TOURISM PERFORMANCE OF PORTUGUESE MUNICIPALITIES CONSIDERING THEIR HOTEL ESTABLISHMENTS	30
RODRIGO SOARES⁺ AND MARIA ISABEL PEDRO[®]	30
ANALYSIS OF THE ECONOMIC IMPACT OF TORRE DE MONCORVO'S MEDIEVAL FAIR FOR LOCAL DEVELOPMENT	31
AIDA CARVALHO⁺, JOANA FERNANDES[®], VICTOR MOREIRA[°]	31
ANALYSIS OF THE SOCIODEMOGRAPHIC PROFILE OF WINE TOURIST VISITING THE DOURO, BASED ON PUSH AND PULL MOTIVATIONS	33
ADRIANO COSTA⁺, CRISTINA BARROCO[®] AND JOAQUIM ANTUNES[°]	33
ARCHITECTURE AT SERVICE TOURISM IN RURAL AREA IN THE ALENTEJANO COASTAL SUB-REGION - SOUTHEAST ALENTEJANO NATURAL PARK AND COSTA VICENTINA	34
PAULO VENTURA⁺ AND EUNICE ALMEIDA DUARTE[®]	34
ALTERNATIVE ACCOMMODATIONS A THREAT TO HOTELS IN PORTUGAL?	35
ANABELA ELIAS-ALMEIDA⁺; CÁTIA MALHEIROS FERREIRA[®] AND MARIA SOFIA LOPES[°]	35
ARE HOTEL COMPANIES CREDITWORTHY? THE CASE OF PORTUGUESE HOSPITALITY INDUSTRY	36
RICARDO PÁOZINHO⁺, LUÍS LIMA SANTOS[°], CONCEIÇÃO GOMES[°] AND CÁTIA MALHEIROS[°]	36

ASSESSING THE LIQUIDITY IN PORTUGUESE HOTEL COMPANIES.....	37
CATARINA SILVA ^a , LUÍS LIMA SANTOS ^b , CONCEIÇÃO GOMES ^c AND CÁTIA MALHEIROS ^b	37
BALANCED SCORECARD AND TABLEAU BORD: DISSEMINATION OF KNOWLEDGE IN THE HOTEL SECTOR	38
CATARINA NUNES ^a AND MARIA JOÃO MACHADO ^b	38
BEYOND THE PERFECT WAVE: ENVIRONMENTAL AWARENESS OF SURF TOURISTS.....	39
THE CASE STUDY OF PENICHE, PORTUGAL	39
SARAH SPRINGWALD ^a , JOÃO PAULO JORGE ^b , DULCINEIA RAMOS ^c AND ANA SOFIA VIANA ^b	39
CANARY ISLANDS COMPETITIVENESS VS. PERCEIVED SAFETY: MEDITERRANEAN COMPETITORS MARKETS	40
JOSÉ MANUEL SANABRIA DÍAZ ^a , TERESA AGUIAR QUINTANAB ^b , AND MOISÉS SIMANCAS CRUZ ^c	40
CASH-FLOW PER AVAILABLE ROOM: AN HOTEL PERFORMANCE INDICATOR	41
ÉLVIO CAMACHO ^a AND BRUNO FREITAS ^b	41
CIVITAS DESTINATIONS PROJECT PROMOTING TOURISTS' SUSTAINABLE MOBILITY IN INSULAR REGIONS	42
JOANA GAUDÊNCIO ^a AND CLÁUDIO MANTERO ^b	42
COIMBRA VISITOR'S PROFILE: A PILOT STUDY ON MOTIVATIONS AND TRAVEL BEHAVIOR.....	43
EUGÉNIA LIMA DEVILE ^a , ANA RITA TEIXEIRA ^b AND SUSANA LIMA ^c	43
COMPARATIVE STUDY OF WATER USAGE AND WATER MANAGEMENT IN THE TOURISM SECTOR ON ISLAND DESTINATIONS.....	45
NATALIA ANTONOVA ^a , INÉS RUIZ-ROSA ^b , JAVIER MENDOZA JIMENEZ ^c	45
COMPETITIVENESS OF GUAYAQUIL TOWARDS THE BLEISURE TOURISM	46
ALBA CAICEDO ^a , ENRIQUE SANTOS ^b AND LUÍS LIMA SANTOS ^c	46
CONSUMER CHARACTERIZATION OF PORTIMÃO MUSEUM. A CONTRIBUTION TO ACCESSIBLE AND CULTURAL TOURISM	47
ANA RODRIGUES ^a , MANUELA ROSA ^b AND EPIGÉNIO REBELO ^c	47
CONTRIBUTIONS TO THE ASSESSMENT OF THE PROFILE OF HOTEL DIRECTORS IN PORTUGAL.....	49
RAÚL RIBEIRO FERREIRA ^a , FERNANDO GARRIDO ^b AND ÁLVARO DIAS ^c	49
CRITICAL FACTORS OF SUCCESS AND INNOVATION IN THE FIRST ORGANIC TOURISM ROUTE IN BRAZIL.	50
LARISSA BIGÓIS ^a , ANA CLAUDIA M. PADILHA ^b , VERNER LUIS ANTONI ^c AND MARCELINO DE SOUZA ^b	50
CULTURAL DIMENSIONS IMPACT ON CUSTOMER'S EXPECTATIONS ABOUT THE HOTEL SERVICE: APPLICATION IN DIFFERENT HDI LATIN COUNTRIES	51
MARA FRANCO ^a AND RAQUEL MENESES ^b	51
CURRICULAR DEVELOPMENT OF UNDERGRADUATE DEGREES IN HOSPITALITY MANAGEMENT	53
LUÍS CORREIA ^a , MANUEL SALGADO ^b AND CARLOS COSTA ^c	53
DETERMINANTS OF TREVPAR, AN ANALYSIS OF PORTUGUESE HOTELS BETWEEN 2010 AND 2017	55
MARIA ROLIM ^a , CÁTIA MALHEIROS ^b , CONCEIÇÃO GOMES ^c AND LUÍS LIMA SANTOS ^b	55
DO TOURIST EXPERIENCES INFLUENCE THE IMAGE OF THE TOURIST DESTINATION AND LOYALTY? A STUDY ON TOURIST EXPERIENCES IN THE GREEN ISLAND: AZORES.....	56
HELENA MARIA PASCOAL MELO ^a , ANA ISABEL DAMIÃO DE SERPA ARRUDA MONIZ ^b , FRANCISCO JOSÉ FERREIRA SILVA ^c AND CARLOS ALBERTO SILVA MELO SANTOS ^b	56
ELECTRIC MOBILITY IN A NATURE RESERVE IN PORTUGAL - VIRTUES, CONFLICTS AND TOURISM.....	58
GEORGE RAMOS ^a , ROGÉRIO DIONÍSIO ^b AND PAULA PEREIRA ^c	58

EMPLOYABILITY AND HIGHER EDUCATION: THE CASE STUDY OF THE MASTER IN HOTEL MANAGEMENT – ESTM	59
ANA SOFIA VIANA^a, SÓNIA PAIS^b, ANA ELISA SOUSA^c AND MICHAEL SCHÖN^d	59
ENGLISH FOR TOURISM AND HOSPITALITY PURPOSES: AN OPPORTUNITY FOR GLOBAL CITIZENSHIP EDUCATION.....	60
SÍLVIA RAQUEL PEREIRA	60
ENGLISH FOR SPECIFIC PURPOSES AND ENGLISH FOR TOURISM AND HOSPITALITY PURPOSES: CORRELATION AND GUIDELINES.....	61
SÍLVIA RAQUEL PEREIRA	61
EVALUATION OF TOURISM ROUTES IN MAINLAND PORTUGAL: A TWO-STEP CLUSTER ANALYSIS	62
CARLOS VILELA DA MOTA^a AND FERNANDO F. GONÇALVES^b	62
EVIDENCE OF THE STRATEGY OF LIVELIHOOD DIVERSIFICATION IN RURAL AREAS: THE CASE OF THE VALE DO PARAÍSO TOURISM ROUTE, BRAZIL.....	63
ANA CLAUDIA M. PADILHA^a, MARCELINO DE SOUZA^a, MORGANA SECCHI^c, MARCELO PELLEGRINI^b AND LUIZ FERNANDO FRITZ FILHO^e	63
EXPLORING ENVIRONMENTAL SATISFACTION IN TOURIST SITES: A VIEW TO MADEIRA ISLAND.....	65
LÚIS MOTA^a, MARA FRANCO^b, AGOSTINHO MARQUES^c AND BRUNO GASPAR^d	65
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)	67
DIANA FARIA^a, LAURENTINA VAREIRO^b, ALEXANDRA MALHEIRO^c	67
FOOD INNOVATION AND PROMOTION STRATEGIES: EXPLORING SUSTAINABILITY OF WILD RESOURCES FROM MÉRTOLA'S TERRITORY	68
MANUELA GUERRA^a AND CLÁUDIA MARCOS^b	68
GASTRONOMIC TOURISM: PROPOSAL OF A GASTRONOMIC MENU FOR INTERMUNICIPAL COMMUNITY BEIRAS E SERRA DA ESTRELA (CIMBSE) REGION	70
CRISTINA RODRIGUES^a, ADRIANO COSTA^b AND ANABELA SARDO^c	70
GEORGIAN TOURISM AND STRATEGIC DIRECTIONS OF STATE POLICY IN TERMS OF CRISES.....	72
MARINA METREVELI^a, NUNU GIGAURI^b AND RUSUDAN KUTATELADZE^c	72
HARD AND SOFT SKILLS IN HOSPITALITY: THE GRADUATED PERSPECTIVE.....	74
SUSANA SILVA^a, CÂNDIDA SILVA^b AND GISELA SOARES^c	74
HIKES AND LEVADAS IN MADEIRA: CHARACTERIZING VISITORS AND THEIR EXPERIENCE	76
JOÃO PRUDENTE^a, HELDER LOPES^b, JOÃO NOITE^c, RICARDO ALVES^d AND CATARINA FERNANDO^a	76
HOW SMART ARE TOURIST ATTRACTIONS? THE CASE OF THE CITY OF LISBON.....	77
NUNO GUSTAVO^a, ANA MACHADO^b, JOÃO FERREIRA DO ROSÁRIO^c, MARIA DE LURDES CALISTO^b AND MANUEL BATISTA^e	77
INVENTORY, CLASSIFICATION AND MANAGEMENT OF TOURISM RESOURCES: THE CASE OF CANYONING.....	79
FRANCISCO SILVA^a AND MARIA CÉU ALMEIDA^b	79
KNOWLEDGE TRANSFER FOR TOURISM DEVELOPMENT THROUGH VOLUNTEERISM	80
SUSANA LIMA^a, CELESTE EUSÉBIO^b AND MARIA ROSÁRIO PARTIDÁRIO^c	80
LGBT TOURISM - A STRATEGIC MARKET FOR PORTO AND NORTHERN PORTUGAL: PERCEPTION AND ATTITUDE OF THE LOCAL COMMUNITY	82
SÓNIA SILVA^a AND LAURENTINA VAREIRO^b	82
LITERARY TOURISM AS AN OPPORTUNITY FOR THE MADEIRA ISLAND.....	84
EUNICE ALMEIDA DUARTE	84
LOCAL PRODUCTS AND GASTRONOMY VALUATION FOR TOURISM AND FOOD SUSTAINABILITY IN THE AUTONOMOUS REGION OF MADEIRA.....	85

BRUNO SOUSA^a AND LUÍS MOTA^b	85
MADEIRA, THROUGH THE EYES OF ISABELLA DE FRANÇA: LITERARY ITINERARIES WITHIN THE TOURISM TRIP	87
ISILDA LEITÃO	87
MANAGEMENT AND PRODUCTIVITY STRATEGIES IN THE HOSPITALITY SECTOR – CASE STUDY OF PESTANA	88
RICARDO FAISCA^a, ÉLVIO CAMACHO^b AND SUSANA TELES^c	88
MAPPING CULTURAL TOURISM ROUTES IN BAIXO ALENTEJO, PORTUGAL: AN EXPLORATORY STUDY	89
VICTOR FIGUEIRA^a AND MARIA JOÃO RAMOS^b	89
MARIANA ALCOFORADO AND THE MAKING OF BEJA AS A LITERARY TOURISM DESTINATION	90
MARIA JOÃO RAMOS^a AND JOÃO RODRIGUES^b	90
MARINE TOURISM PRODUCTS IN CANARY ISLANDS. COMPLEXITIES AND CHALLENGES FROM A SUPPLY-SIDE PERSPECTIVE	91
DAVID DOMÍNGUEZ GONZÁLEZ^a AND AGUSTÍN SANTANA TALAVERA^b	91
MARKETING PRACTICES OF RETREAT-RELATED HOLISTIC TOURISM ORGANIZATIONS IN PORTUGAL	92
RUTE NUNES^a, MARIA DE LURDES CALISTO^b AND CARLOS CARDOSO FERREIRA^c	92
METHODOLOGICAL PROPOSAL FOR CO-CREATION OF THE NETWORK OF FRIENDLY CITIES OF SENIOR TOURIST	94
MARTA CAETANO^a AND RUI MARTINS^b	94
MOUNTAIN HIKES AND LEVADA PRACTITIONER’S MOTIVATION AND EXPERIENCE- CHARACTERIZATION	95
CATARINA FERNANDO^a, HELDER LOPES^a, JOÃO NOITE^a, RICARDO ALVES^a AND JOÃO PRUDENTE^a	95
NATURE SPORT TOURISM RESOURCE INVENTORY: ASSESSMENT OF THE NATURAL ASSETS AND INFRASTRUCTURE OF VIANA DO CASTELO FOR THE DEVELOPMENT OF A NATURE SPORT DESTINATION	96
GORETTI SILVA^a, RENATO BENTES^b, EDWIN JAKOB^c	96
OPPORTUNITIES AND CHALLENGES OF WASTE MANAGEMENT IN URBAN TOURIST AREAS IN LISBON	97
KARINA SOUZA^a AND MARÍLIA ARRUDA^b	97
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	98
FERNANDO VASQUES FELIZARDO^a, EUNICE ALMEIDA DUARTE^b AND NUNO CASTANHEIRA ALMEIDA^c	98
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	100
FERNANDO VASQUES FELIZARDO^a, EUNICE ALMEIDA DUARTE^b AND PAULO CRAVO LOURENÇO^c	100
PRODUCT DIFFERENTIATION THROUGH INDUSTRIAL TOURISM ENHANCEMENT	102
TÂNIA FERREIRA GUERRA^a, MARIA PILAR MORENO PACHECO^b AND ANTÓNIO SÉRGIO ARAÚJO DE ALMEIDA^c	102
PROFILES OF SENIOR TOURISTS IN THE AZORES TODAY	103
TERESA MEDEIROS^a, OSVALDO SILVA^a, ANA MONIZ^b, LICÍNIO TOMÁS^b, SHEILA FURTADO^c, VIRGÍLIO VIEIRA^d AND CARLOS SANTOS^e	103
RAS AL KHAIMAH AS A CASE STUDY OF DESTINATION BRANDING	105
BADRAN A. BADRAN	105
REGIONAL PRODUCTS AND TYPICAL DISHES IN RESTAURANTS IN THE AUTONOMOUS REGION OF MADEIRA	106
BRUNO SOUSA^a, HELENA PEREIRA^b AND CÁRMEN SEQUEIRA^c	106

RETHINKING STRATEGIC CITY MARKETING: BEHAVIOR ANALYSIS OF THE PORTUGUESE SENIOR CITY BREAK TOURISM.....	108
RUI MARTINS ^a , ALEJANDRO DEL MORAL ^b AND MICHAEL SCHÖN ^c	108
RIVER BEACHES IN SERRA DA ESTRELA TERRITORY: MEANING AND CONTRIBUTIONS TO THE APPRECIATION OF THE TOURIST DESTINATION AND WELL-BEING OF LOCAL COMMUNITIES.	109
GONÇALO FERNANDES.....	109
SEGMENTATION OF THE CHINESE TOURIST MARKET THAT VISIT THE COAST REGION OF ECUADOR.....	111
ELISA VERÓNICA SOLIS ARGANDOÑA ^a , PAUL FREIRE SIERRA ^b AND RAFAEL ARCE BASTIDAS ^c	111
SENIOR TOURISM IN THE AZORES: PRESENT AND FUTURE	112
ANA MONIZ ^a , SHEILA FURTADO ^b , LICÍNIO TOMÁS ^c , TERESA MEDEIROS ^d AND OSVALDO SILVA ^e	112
SKILLS NEEDS BY ECONOMIC ACTIVITY SEGMENT OF THE PORTUGUESE TOURISM SECTOR.....	113
VÂNIA COSTA ^a , ANDREIA MOURA ^b , MARIA DO ROSÁRIO MIRA ^c , ANTÓNIO CERDEIRAS ^d , INÉS PINTO DA CRUZ ^e , JOSÉ FILIPE PEREIRA ^f , MARIA ISABEL MARTINS ^g , OSCARINA CONCEIÇÃO ^h , CLÁUDIA ALMEIDA ⁱ , PAULO CARRANÇA ^j	113
STRATEGIC VALUATION OF LANDSCAPE ELEMENTS IN NORTHERN PORTUGAL AS A TOURISM DESTINATION	115
FERNANDA A. FERREIRA ^a , DÁLIA LIBERATO ^b AND ANA FILIPA AZEVEDO ^c	115
STRATEGIES PROMOTING HIKING AND CYCLE TOURISM IN GREECE. A CASE STUDY.....	117
EFTHIMIOS BAKOGIANNIS ^a , CHARALAMPOS KYRIAKIDIS ^b , MARIA SITI ^c ,CHRISTOS KAROLEMEAS ^d AND EFTHYMIA KOURMPA ^e	117
STUDY OF CUSTOMER SATISFACTION WITH THE HOTEL SECTOR OF THE PRINCIPALITY OF ANDORRA BASED ON THE REVIEWS ON BOOKING.....	119
ROSA M. MARINO-MESÍAS ^a , BETLEM SABRIA-BERNADÓ ^b , JOSEP FORTÓ-ARENY ^c AND ALEX DORCA-JOSA ^d	119
STUDY OF THE SATISFACTION OF THE TOURISTS IN THE ACCOMMODATIONS OF THE TOURIST DESTINATION PENICHE	121
INÉS SANTOS ^a , JÚLIA FONSECA ^b AND DULCINEIA RAMOS ^c	121
SUSTAINABLE AND INNOVATIVE TOURISM BUSINESSES: A GOVERNANCE MODEL FOR ENTREPRENEURSHIP.....	122
TERESA COSTA ^a , MARIA DE LURDES CALISTO ^b , JORGE UMBELINO ^c AND VICTOR AFONSO ^d	122
SUSTAINABLE TOURISM DEVELOPMENT IN THE RED SEA OF THE KINGDOM OF SAUDI ARABIA: THREATS AND OPPORTUNITIES	124
ALI ALYUSUF	124
THE CHARACTERIZATION OF TOURISM ANIMATION COMPANIES AND ITS IMPACT ON THE TOURISM DESTINATION: THE CASE OF MADEIRA ISLAND.....	125
EDUARDO LEITE ^a , SÉRGIO TEIXEIRA ^b AND SUSANA TELES ^c	125
THE CITY NEXT DOOR; BRANDING ALEXANDRIA, EGYPT.....	127
DINA M. WEHEBA ^a AND MOHAMED A. NASSAR ^b	127
THE CONFLICT MANAGEMENT IN THE LOCAL ACCOMMODATION - THE CASE OF MADEIRA	128
SANCHIA CAMPANELLA ^a AND ÉLVIO CAMACHO ^b	128
THE HANDLING AND ECONOMIC IMPACTS OF FOOD WASTE IN THE BUFFET OF A HOTEL UNIT SITUATED IN LISBON DURING BREAKFAST.....	129
JOANA MARQUES ^a , RITA PERES ^b AND CARLOS FERREIRA DA COSTA ^c	129
THE IDENTITY AND GENUINENESS OF MADEIRA NATURAL AND CULTURAL HERITAGE AS DETERMINING FACTORS FOR SPORTS TOURIST PRODUCTS	131
JORGE SOARES ^a AND NAIDEA NUNES ^b	131
THE IMPACT OF AIRPORT CONSTRAINS AND AIRLINES ON TOURISM – MADEIRA CASE STUDY.....	133
SUSANA TELES ^a AND ÉLVIO CAMACHO ^b	133

THE IMPACT OF INSTAGRAM TRAVEL INFLUENCERS ON TOURISTS' BUYING BEHAVIOR.....	134
JOÃO VALA^a, PAULO LOURENÇO^b, MARIA SOFIA LOPES^c AND VERÓNICA OLIVEIRA^d	134
THE IMPACT OF SEIA CHEESE FAIR	136
ADRIANO COSTA^a, JOSÉ ALEXANDRE MARTINS^b AND ZAIDA FERREIRA^c	136
THE IMPACT OF THE EUROPEAN WINE CITY 2018 - TORRES VEDRAS/ALENQUER (CEV) IN THE LOCAL STAKEHOLDERS	137
DULCINEIA RAMOS^a AND RUI PENETRA^b	137
THE IMPACT OF THE WEB SUMMIT OF HOTEL PERFORMANCE, THE CASE OF LISBON	138
CARLA BENTO^a, JOSÉ LUIS JIMÉNEZ CABALLERO^b AND PAULO ALMEIDA^c	138
THE IMPACTS OF CULTURAL EVENTS ON LOCAL COMMUNITY. CASE STUDY: VOJVODINA PROVINCE.....	139
TATJANA PIVAC^a, SANJA KOVAČIĆ^b, IVANA BLEŠIĆ^c, SNEŽANA BESERMEJLI^d AND TAMARA LUKIĆ^e	139
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	140
FERNANDO PERNA^a AND MARIA JOÃO CUSTÓDIO^b	140
THE IMPORTANCE OF DIGITAL MARKETING IN THE TOURISM AND HOSPITALITY INDUSTRY	142
RITA MARQUES^a AND NUNO ALMEIDA^b	142
THE IMPORTANCE OF ETHNIC FESTIVAL FOR THE PROMOTION OF GASTRONOMY OF NATIONAL MINORITIES IN VOJVODINA PROVINCE	143
IVANA BLEŠIĆ^a, TATJANA PIVAC^b, SNEŽANA BESERMEJLI^c, SANJA KOVAČIĆ^d AND TAMARA LUKIĆ^e	143
THE INFLUENCE OF THE MEDIA ON TOURISM	145
ALBA BARRETH GONZÁLEZ^a AND JOSE LUIS PROAÑO MOREIRA^b	145
THE PILGRIM IMAGE OF OUR LADY OF FATIMA: A RELIGIOUS TOURISM BRAND	146
VITOR AMBRÓSIO^a, JOÃO CALDEIRA HEITOR^b, TERESA ALVES^c	146
THE ROLE OF ATTACHMENT IN THE CHOICE OF TOURIST DESTINATION OF EMIGRANTS: A PRELIMINARY STUDY	147
BRUNO BARBOSA DE SOUSA^a, ROSSANA SANTOS^b AND DIANA AZEVEDO^c	147
THE SMARTPHONE IN THE MARIANOS' ROUTE AS A MEANS OF ENHANCING CUSTOMERS' EXPERIENCE ..	148
JOÃO CALDEIRA HEITOR^a AND EUNICE ALMEIDA DUARTE^b	148
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	149
MARÍA PILAR PEÑARRUBIA ZARAGOZA^a, MOISÉS SIMANCAS CRUZ^b, RAFAEL TEMES CORDOVEZ^c, RUTH DE LEÓN RODRÍGUEZ^d AND LUCÍA PALMERO DEL ROSARIO^e	149
THE TOURISM DISTRIBUTION IN PORTUGAL AND SPAIN: AN APPROACH TO ITS PERFORMANCE EVALUATION	151
FERNANDA OLIVEIRA^a AND CONCEIÇÃO GOMES^b	151
THE TOURIST METROPOLITIZATION: IS IT A NEW PARADIGM IN THE PLANNING IN THE TOURIST CITIES? ..	152
NAJIB SAMOUH	152
TIME LAG BETWEEN THE VISITOR GROWTH AND THE EMPLOYMENT GROWTH – IN CASE OF OKINAWA ISLAND	153
YASUHIRO WATANABE	153
TOURISM REVENUES REGRESSION FOR TOURISM METHODOLOGY ON PROMOTION INVESTMENT DECISION	154
ÉLVIO CAMACHO^a AND MANUELA SARMENTO^b	154

TOURISMPHOBIA AND THE RESIDENT-VISITOR RELATIONSHIP: THE CASE OF PORTO (PORTUGAL).....	155
DIOGO CARDOSO^a, RAQUEL MENDES^b AND LAURENTINA VAREIRO^c	155
TOURIST ACTIVITIES ARE SHAPING THE IMAGE AND DESTINATION PERSONALITY? THE CASE OF ROMAN HERITAGE SITES IN SERBIA.....	157
SANJA KOVAČIĆ^a, TAMARA JOVANOVIĆ^b, TATJANA PIVAC^c, IVANA BLEŠIĆ^b AND SNEŽANA BESERMEJ^e	157
UNDERSTANDING THE ENGAGEMENT IN TOURIST ACTIVITIES OF PEOPLE WITH SPECIAL NEEDS: CONSTRAINTS AND CHALLENGES	158
EUGÉNIA LIMA DEVIL^a, LILIANA SARAIVA^a AND CELESTE EUSÉBIO^c	158
UNESCO BRAND PORTRAIT IN PORTUGAL - THE USE OF THE BRAND ON OFFICIAL WEBSITES	160
TÂNIA SOFIA ALMEIDA^a AND NUNO ALMEIDA^b	160
USING DATA ANALYTICS TO UNDERSTAND VISITORS ONLINE SEARCH INTERESTS: THE CASE OF DOURO MUSEUM	161
AIDA CARVALHO^a, ARLINDO SANTOS^b AND CARLOS R. CUNHA^c	161
VIRTUAL MUSEUM OF TOURISM (MUVITUR) UNVEILS MADEIRA'S HISTORY OF TOURISM (1930-2000).....	163
MARIA JOSÉ AURINDO^a AND CONCEIÇÃO MACHADO^b	163
WALKING & CYCLING ROUTE OF CARSO: SPORT AND TOURIST QUALITY ASSESSMENT	165
LUÍS CARVALHINHO^a, PAULO ROSA^a, ANA CONCEIÇÃO^c, CARLOS MATA^b, CÉSAR OLIVEIRA^e	165

PARALLEL SESSIONS

ABSTRACTS

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

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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



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