

2016

Tourism Abstracts

12th Annual International
Conference on Tourism,
30-31 May & 1-2 June 2016,
Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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Kolonaki, 10671 Athens, Greece
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Preface

This abstract book includes all the summaries of the papers presented at the *12th Annual International Conference on Tourism, 30-31 May & 1-2 June 2016*, organized by the Tourism Research Unit of the Athens Institute for Education and Research. In total there were 23 papers and 25 presenters, coming from 16 different countries (Algeria, Brazil, Colombia, Finland, France, FYROM, Germany, Hong Kong, Mexico, Poland, South Africa, Spain, Sweden, Taiwan, UK, and USA). The conference was organized into seven sessions that included areas of Tourism and other related fields. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books and/or journals of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
12th Annual International Conference on Tourism, 30-31 May & 1-2
June 2016, Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

Monday 30 May 2016

(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

08:30-09:00 Welcome & Opening Address (ROOM A-Mezzanine Floor)

- Gregory T. Papanikos, President, ATINER.
- George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

09:00-10:30 Session I (ROOM A-Mezzanine Floor): The Business of Tourism I

Chair: Valia Kasimati, Head, Tourism Research Unit, ATINER.

1. Gary Ellis, Professor and Department Head, Texas A&M University, USA, Patti Freeman, Professor, Brigham Young University, USA & Jingxian Jiang, Visiting Scholar, Texas A&M University, USA. Measurement of Situated Tourist Experience Theory Concepts.
2. Daissy Hatblathy Moya Sanchez, Professor, Externado University of Colombia, Colombia. The Impact of Social Media on Hotel's Reputation in Colombia, Ecuador and Peru.
3. Leena Alakoski, Principal Lecturer, Laurea University of Applied Sciences, Finland. The Value Creation of a Business Customer in Nature-based Tourism Services - The Customer-Dominant Logic Perspective.

10:30-12:00 Session II (ROOM A-Mezzanine Floor): Tourism and Development I

Chair: Patti Freeman, Professor, Brigham Young University, USA

1. Garth Allen, Professor, University of KwaZulu-Natal, South Africa. Tourism and Poverty in Southern and Eastern Africa: Has Tourism Development Delivered its Poverty Reduction Promise?
2. Hsing Wen, Associate Professor, University of Hawaii at Manoa, USA, Henry Tsai, Associate Professor, The Hong Kong Polytechnic University, Hong Kong SAR, China & Peiqiu Huang, Graduate Student, University of Hawaii at Manoa, USA. Strategic Analyses for Macau as a Gaming Tourism Destination.

12:00-13:00 Lunch

13:00-14:30 Session III (ROOM A-Mezzanine Floor): Tourism, Heritage and Culture I

Chair: Gary Ellis, Professor and Department Head, Texas A&M University, USA.

1. *Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico, Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico and Leticia Arista Castillo, Autonomus University of San Luis Potosí, Mexico. The Festival Internacional Cervantino in Guanajuato, Mexico. Tourist Profiles, Symbolic Perceptions and Urban Presence
2. *Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico & Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico. Cognitive Anthropology of the Urban Performance of the Historic City and Its Relationship with Tourist Marketing.
3. Kevin Meethan, Associate Professor, Plymouth University, U.K. Mayflower 2020: Heritage Past and Future in Plymouth, UK.
4. *Ligia Terezinha Lopes Simonian, Professor and Researcher, Federal University of Para, Brazil. Tourism, Nature, History, Culture and the Question of Sustainability in the Contemporaneous Egypt.

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 31 May 2016

09:00-11:00 Session IV (ROOM A-Mezzanine Floor): Tourism, Heritage and Culture II

Chairs: Marco Hernandez-Escampa, Professor and Researcher, University of Guanajuato, Mexico & *Daniel Barrera-Fernandez, Professor and Researcher, University of Guanajuato, Mexico.

1. *Rodrigo Ladeira, Professor, Federal University of Bahia, Brazil, Tiago Cardos, Researcher, Federal University of Bahia, Brazil, Maria Teresa Grimaldi Larocca, Teacher at Graduate Courses, Federal University of Bahia, Brazil & Tatiane Almeida, Professor, Federal University of Bahia, Brazil. Cultural Tourism in Northeast Brazil: The Influence of "forró pé de serra" in the Tourist Market of Salvador.
2. Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil, Elizabeth Sydow, Teacher, Federal University of Tocantins, Brazil & Luciana Correia Diettrich, Assistant Professor, Federal University of Mato Grosso do Sul, Brazil. The Influence of the Japanese Culture on the Cultural Identity from Campo Grande

- City – MS, through a Touristic and Geographic Point of View.
3. Yun-Ru Tsai, Ph.D. Student, National Chiayi University, Taiwan & Jo-Hui Lin, Associate Professor, National Chiayi University, Taiwan. Developing the Constructs for Tourist Cultural Literacy: Evidence from Taiwan.
 4. Daniel Navas-Carrillo, Predoctoral Researcher, University of Seville, Spain, M. Teresa Pérez-Cano. Senior Lecturer. Department of Urbanism and Territorial Planning. Higher Technical School of Architecture. University of Seville, Spain and Carlos J. Rosa-Jimenez. PhD Lecturer, Department of Art & Architecture. Higher Technical School of Architecture, University of Malaga, Spain. The Construction of the First Urban Periphery in Medium-Sized Cities. The Case of Andalusian Coast.

11:00-14:00 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)

14:00-15:00 Lunch

15:00-16:30 Session V (ROOM A-Mezzanine Floor): Tourism and Development III

Chair: Rodrigo Ladeira, Professor, Federal University of Bahia, Brazil.

1. Risto Rechkoski, Professor, University "Sv. Kliment Ohridski", FYROM. Legislation for Wine and Tourism Development in the FYROM.
2. Grazyna Chaberek-Karwacka, Assistant Professor, University of Gdansk, Poland & Julia Ziolkowska, Assistant Lecturer, Gdansk University of Physical Education and Sport, Poland. The Impact of Mega Events on the Local Economic Development through the Development of Social Capital.
3. Abdelhafid Aimar, Associate Professor, University of Jijel, Algeria. Obstacles to the Development of Algeria's Tourism Sector: The Search for Appropriate Solutions.
4. Elisabeth Sydow, Teacher, Federal University of Tocantins, Brazil, Ursula Sydow, Teacher, Universidade Estadual do Mato Grosso do Sul & Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil. The Potential of the City of Araguaína (TO) to Touristic Receptivity Considering the Dynamics of its Urban Pattern.
5. Luciana Correia Diettrich, Assistant Professor, Federal University of Mato Grosso do Sul, Brazil, Ademir Kleber Morbeck de Oliveira, Professor, Anhanguera-Uniderp University, Brazil & Daniela Sottili Garcia, Teacher, State University of Mato Grosso do Sul, Brazil. The

Relationship between Environmental Education and Tourist Activity in Accordance with the Brazilian Laws.

16:30-17:30 Session VI (ROOM A-Mezzanine Floor): The Business of Tourism II

Chair: Grazyna Chaberek-Karwacka, Assistant Professor, University of Gdansk, Poland

1. Khalik Salman, Professor, Mid Sweden University, Sweden. Assessing Determinants of Business Manager Expectations of the Future Profitability of Firm: Evidence from Swedish Service Sector.
2. Hanno Martens, Lecturer, Cologne Business School, Germany & Kim Feldezs, Research Assistant, Cologne Business School, Germany. Crisis Management in Tourism - A Literature-based Approach on the Proactive Prediction of a Crisis and the Implementation of Prevention Measures.
3. Takalani Ramukumba, Lecturer, Nelson Mandela Metropolitan University, South Africa. Sustainable Tourism: A View from Guest Houses in the Eden District Municipality.

17:30-18:30 Session VII (ROOM A-Mezzanine Floor): Education and Other Essays

Chair: Khalik Salman, Professor, Mid Sweden University, Sweden.

1. Patti Freeman, Professor, Brigham Young University, USA, Gary Ellis, Professor and Department Head, Texas A&M University, USA & Jingxian Jiang, Visiting Scholar, Texas A&M University, USA. An Empirical Examination of Select Propositions of Situated Experience Theory among Education Tourists.
2. Laura Tarkkanen, Project Manager, Laurea University of Applied Sciences, Finland & Leena Alakoski, Principal Lecturer, Laurea University of Applied Sciences, Finland. Developed Foresight for Borders-Model Predicts the Amount of Borders Traffic.

21:00-22:30 Dinner (Details during registration)

Wednesday 1 June 2016
Cruise: (Details during registration)

Thursday 2 June 2016
Delphi Visit: (Details during registration)

Abdelhafid Aimar

Associate Professor, University of Jijel, Algeria

Obstacles to the Development of Algeria's Tourism Sector: The Search for Appropriate Solutions

Today, tourism is the fastest growing sector in the world and is projected to remain a central driver of global economic growth in the future. However, the tourism sector in Algeria is still lagging behind and its contribution to the country's GDP is very limited, despite tremendous natural, historical and cultural potentials, as well as important infrastructures. In a highly competitive global tourist market, Algeria has so far done little to benefit from the growth of international tourism and has failed to improve its ranking. Up to now, it is still among the bottom rankings of tourist destinations. The basic purpose of this paper is to pinpoint the obstacles which have been hindering the development of this sector in Algeria. It seeks to make a contribution to the solution of the various problems and challenges facing the tourist industry in Algeria. Boosting domestic and foreign investments in this sector is vital to help the country achieve an economic 'soft landing' in light of drastically declining oil and gas prices in world markets.

Leena Alakoski

Principal Lecturer, Laurea University of Applied Sciences, Finland

The Value Creation of a Business Customer in Nature-based Tourism Services - The Customer-Dominant Logic Perspective

Nature-based tourism service offering has been developed to be a leisure service that is incentive and creates wellbeing, especially for business customers. The aim of the research is to enhance knowledge about the value creation of customers within the field of nature-based tourism service from the perspective of customer-dominant logic. The new approach to service-dominant logic and further customer-dominant logic has driven service development from a goods-dominant logic model towards customer understanding, which allows developmental measures and value co-creation to be tailored with the customer.

The qualitative research was conducted using the laddering technique based on a means-end approach of 40 theme interviews and their analyses. The value creation was viewed from three different role perspectives; the host, the guest and the business customer. Nature-based tourism creates value in social, emotional, aesthetic, epistemic and situational dimensions. Based on the research and the theory of customer-dominant logic can be argued that only an individual can experience and create value. Transition from experiences to customer's value requires a personal evaluation. Customer value is created as a result of interactive situations, both from short-term experiences and from long-term memories and emotions linked to previous memories.

The main contribution of the research is to understand the theoretical concept of the customer value as part of customer-dominant logic where the value experience influences the customer and, on the other hand, the customer's life and previous experiences influence the value creation of the customer. Value is created in the customer relationship process where the partners learn from each other. Learning and informal interactive situations have a significant role in customers' value-in-use in the customer-dominant logic. The practical contribution helps a nature-based tourism entrepreneur to develop the service and a value proposition as well as to support the value creation process of the customer.

Garth Allen

Professor, University of KwaZulu-Natal, South Africa

**Tourism and Poverty in Southern and Eastern Africa:
Has Tourism Development Delivered its Poverty Reduction
Promise?**

Tourism development in southern and eastern Africa has been welded to anti-poverty regional (SADC) and national political and economic agendas.

In this paper, I ask whether tourism development has fulfilled its promise as a poverty reduction agent of regional and national development.

The framework for the review will be constructed from five key performance indicators for tourism development and its impacts: effectiveness, efficiency, equity, empowerment and evidence.

The review will examine the work of SADC and its tourism development policies and practices alongside a consideration of the tourism development work of major global agencies such as the World Bank and national development agencies, such as DFID (UK) and its pro-poor tourism initiatives.

The paper ends with a brief consideration of current economic theories of chronic poverty reduction, and their 'fit' with anti-poverty tourism development in the SADC region.

Daniel Barrera-Fernandez

Professor and Researcher, University of Guanajuato, Mexico

Marco Hernandez-Escampa

Professor and Researcher, University of Guanajuato, Mexico

&

Leticia Arista Castillo

Autonomus University of San Luis Potosí, Mexico

The Festival Internacional Cervantino in Guanajuato, Mexico. Tourist Profiles, Symbolic Perceptions and Urban Presence

Since the beginning of history, cities have celebrated all kinds of events, but they were traditionally focused on local residents. Nowadays, reasons to celebrate festive events are more related to enhancing the city's image and attracting tourists, especially those who make short trips, travel during the off-season and repeat visit. Some events become a brand on their own, reinforcing the popularity of the hosting city when an effective co-branding process is developed. That is the case of the Festival Internacional Cervantino, one of the leading art and culture related events in Latin America, celebrated every year in the city of Guanajuato, Mexico. The objective of the research is to analyze the impact of this event in number and profile of visitors, as well as how the celebration of the event affects the symbolic perception of the city for both locals and visitors. This research is part of the ATLAS Events Monitoring Project - Comparing Event Experiences, where experts from 15 countries are developing a common methodology to produce a comparative analysis in major events worldwide. In all cases, the Events Experience Survey is being applied, a special questionnaire jointly developed for this international research. In the case of Guanajuato, the survey has been completed with a digital cartography of the physical distribution of visitors, events and associated services. Conclusions rise a gap in how the event is perceived among residents and tourists, which ultimately highlights an over concentration of activities and an increasing difficulty in granting high quality public services during the celebration of the event.

Grazyna Chaberek-Karwacka

Assistant Professor, University of Gdansk, Poland

&

Julia Ziolkowska

Assistant Lecturer, Gdansk University of Physical Education and Sport,
Poland

The Impact of Mega Events on the Local Economic Development through the Development of Social Capital

Organization of mega events is always associated with a lot of controversy and dispute about the justification of the expenditure. In the literature and the press is a dispute how to demonstrate the actual economic effects of the mass events. Increasingly, it is difficult to demonstrate a direct effect of the financial income of a mass event afterwards. Very often financial income during the event in comparison to the expenses incurred is not so impressive. However in this case, more important is long-term effect of investment than the direct economic efficiency of the project.

The leading argument for the organization of the mega events is the expected economic effect, which involves the construction of transport infrastructure and new tourist facilities, which in turn translate to stimulate the local economy. Of course, such effect can be achieved only when the created infrastructure will not only serve the traffic associated with the event, but will be also functional for the daily needs of the residents and tourist services after the event.

However, the construction of new infrastructure does not guarantee the direct effect of local economic growth. In fact, the infrastructure is only a tool for achieving this kind of goals. The most important is desire, awareness and ability to use this infrastructure by the citizens, in a way that will contribute to local economic development. Important is the ability to exploit the effect of territorial marketing associated with tourism, build social networks and entrepreneurial and citizenship attitudes.

The aim of the paper is to prove the thesis that the organization of mass events actually affects the local economic development but this effect to a large extent is not straightforward. Mass events build the social capital, which guarantees economic development in the future.

The paper will include a review of the literature concerning the organization of mega events on the world and above all, a review of the available research about the effects of mass events expected and achieved afterwards. The study primarily includes the biggest sporting events in the World and in Europe which took place after 2000. The paper includes also authors' research based on the organizational

effects of European Football Cup Euro 2012 in Poland and 2014 Football
World Cup in Brazil.

Luciana Correia Diettrich

Assistant Professor, Federal University of Mato Grosso do Sul, Brazil

Ademir Kleber Morbeck de Oliveira

Professor, Anhanguera-Uniderp University, Brazil

&

Daniela Sottili Garcia

Teacher, State University of Mato Grosso do Sul, Brazil

The Relationship between Environmental Education and Tourist Activity in Accordance with the Brazilian Laws

If on the one hand, the current Brazilian scenario, in case of its natural resources, is composed by an undeniable wealth; on the other hand, this same wealth is under severe threat, for various reasons. The country's natural aspects are expressive potential or tourist attractive activities already consolidated. The balance of the environment is considered a right of Brazilian citizens, guaranteed by their law, which also establishes environmental education as a tool for preservation. Tourism directly interferes in the environment in a negative way and/or positively. Thus, this study aims to relate the tourist activity with the environmental education from the perspective of laws 6.938/81, 9.795/99 and 11.771/2008, which shall deliberate on the National Policy on the Environment, Environmental Education and the National Policy for tourism, respectively. Soon, we observed that, although such laws provide for environmental education clearly as principle, as a national policy or even as objectives determined, the relationship with the tourism is especially when it comes to tourism in natural areas and ecotourism. Considers, therefore, that the non-involvement, by laws studied, other segments, services and products of this sector, can contribute to the reduction of the protection of the environment and compliance with laws.

Gary Ellis

Professor and Department Head, Texas A&M University, USA

Patti Freeman

Professor, Brigham Young University, USA

&

Jingxian Jiang

Visiting Scholar, Texas A&M University, USA

**Measurement of Situated Tourist Experience Theory
Concepts**

Patti Freeman

Professor, Brigham Young University, USA

Gary Ellis

Professor and Department Head, Texas A&M University, USA

&

Jingxian Jiang

Visiting Scholar, Texas A&M University, USA

An Empirical Examination of Select Propositions of Situated Experience Theory among Education Tourists

A recent addition to the body of literature on tourist experience is a theory of “situated tourist experiences” (STE). STE defines a “situated” experience as a short-duration activity encounter with a defined beginning and end point for which a provider has intentionally delivered elements intended to elevate the quality of tourist experiences. Experience quality in the theory is a state of heightened attention, motivation, and interest called “intrinsically motivated fast-thinking” (IMFT). Prominent among the formal propositions of the theory are: a) that three activity types tend to elevate tourists’ IMFT, and b) using specific strategies specified by the theory may elevate IMFT. Activity types defined through an interdisciplinary body of literature on tourism and human experience include: a) engagement (unfolding narratives, or “stories”), b) absorption (activities that involve savoring immediate sensory experience), c) immersion (activities that require behavioral action and reaction), and mundane, familiar activities. This study tested the STE propositions about activity types and the effects of four situating strategies (STE vs. non-STE vs. hedonic vs. mundane). Two-hundred eight experiences were collected from 16 education tourists during a five-week program to Australia, Fiji, and New Zealand. Measures of IMFT were taken for each of 13 situated experiences. Examples of experiences are alpine luge (an immersion experience), snorkeling (an absorption experience), an interpreted walk (an engagement experience), and a van ride (mundane experience). The quality of implementation of situating strategies specified by the theory and other situating strategies was also measured for each activity. Hierarchical linear modeling was used to analyze the data. Results provided support for propositions about the effects of activity types ($F_{3,177} = 9.63, p < .001, R^2 = .10$), and situating strategy ($F_{3,189} = 3.25, p = .023, R^2 = .03$) on IMFT. Relations between IMFT and measures of tourist satisfaction (delight) and value also supported STE propositions: $r = .55 (p < .001)$ and $r = .47 (p < .001)$, respectively.

Daissy Hatblathy Moya Sanchez
Professor, Externado University of Colombia, Colombia

**The Impact of Social Media on Hotel's Reputation in
Colombia, Ecuador and Peru**

Marco Hernandez-Escampa

Professor and Researcher, University of Guanajuato, Mexico
&

Daniel Barrera-Fernandez

Professor and Researcher, University of Guanajuato, Mexico

Cognitive Anthropology of the Urban Performance of the Historic City and Its Relationship with Tourist Marketing

The concept of built heritage has changed from the initial idea of isolated monuments to complex sets which include landscape and socio-cultural elements. Historic cities have been identified and delimited both, physically and conceptually. Therefore, social constructions play a key role in the imaginary realm where constructs lead to extremes from sublimation to banalization. This is especially true under tourist pressure which can also lead to selective theming. In any case, such processes have been part of the marketing display through which these cities attract visitors. Therefore, urban performances tend to drift apart from actual historic discourse altering local self perception. Even so, such changes can be accepted by the inhabitants due to the actual or perceived benefit of tourist presence or due to self idealization of a mythic past. The aim of this work is to explore the complex relationships between tourist marketing and social representation in order to clarify this phenomenon. The historic city of Guanajuato, Mexico, which is included in the UNESCO World Heritage List, is taken as case study. However, for comparative purposes, other examples are also discussed. Urban Studies, Cognitive Anthropology methods and data are considered in this research. Results may be useful to assess the impact of imaginary changes in the tourist activity as well as in socio-cultural identity.

Rodrigo Ladeira

Professor, Federal University of Bahia, Brazil

Tiago Cardos

Researcher, Federal University of Bahia, Brazil

Maria Teresa Grimaldi Larocca

Teacher at Graduate Courses, Federal University of Bahia, Brazil

&

Tatiane Almeida

Professor, Federal University of Bahia, Brazil

Cultural Tourism in Northeast Brazil: The Influence of “fórró pé de serra” in the Tourist Market of Salvador

The research, multiple case study, the exploratory and qualitative, aimed to discover how artists / bands Salvador-BA, working with “fórró pé de serra”, using the tools of marketing communication in managing their careers, the scope of and their influence that the cultural tourism market audiences. To this end, three artists / bands were interviewed. The paper presents the cultural tourism market in the Northeast, “fórró”, concepts of cultural production and marketing (communication and advertising) to confront the view of the participants. As a result, there was a range of marketing communications used by the actors of the research and its influence on the cultural tourism market. Given the form of management, we identified differences in their use. Knowledge in marketing and communication provide better results in public and billing groups studied “fórró”. Furthermore, the research helps reveal the modus operandi of production of “fórró” in Salvador-BA.

Hanno Martens

Lecturer, Cologne Business School, Germany

&

Kim Feldez

Research Assistant, Cologne Business School, Germany

Crisis Management in Tourism – A Literature-based Approach on the Proactive Prediction of a Crisis and the Implementation of Prevention Measures

Nowadays, criminal activities and threats from politically instable situations are continuously influencing the daily life. However, in tourism their relevance is increasing significantly. One of the most important factors of the tourists' decision-making process about whether to visit a destination or not is the safety and security on site. Especially in crisis situations unfavorable news about the political, economic or social situation at a destination are distributed all over the world through numerous media channels. By getting the impression, that a destination is not safe to visit, the tourists' decision-making process might be negatively influenced and potential tourists might lose the interest in visiting the destination.

This paper is aimed at answering the question, how a decline in visitor numbers due to unfavorable media reports about a political crisis can be avoided through proactive crisis management. Despite the fact that the political situation itself cannot be influenced or changed by the private sector of the tourism industry, negative influences resulting from it might still be minimized. It is therefore generally important to develop a problem-solving action plan including prevention measures that combines all stakeholders' interests and activities. However, in the tourism industry one problem of effectively dealing with political crisis situations is, that the equal integration of all stakeholders is mostly complicated. The responsibility for the tourism product is divided among several institutions. The government controls all business activities through policies and regulations and therefore plays a more influential role than other market participants. Nevertheless, private institutions are able to influence the effective, conjoint management of a crisis through several activities.

In order to analyze, how a crisis affects a destination's tourism market, the paper provides a literature-based theoretical foundation about crisis management in general and the application of crisis management within tourism. Based upon this foundation a coordinated approach for proactive crisis management is developed, integrating all stakeholders and influential interest groups. In order to avoid the

collision of interests between the government's political interests and the interests of private organizations and institutions an approach for an action plan is developed, which besides coordinating the interests of all stakeholders further raises the awareness about the potential crisis and about how to manage it effectively.

Kevin Meethan

Associate Professor, Plymouth University, UK

Mayflower 2020: Heritage Past and Future in Plymouth, UK

The year 2020 will see the 400th anniversary of the voyage of the Pilgrim Fathers from Plymouth (UK) to the north east coast of America. This voyage has been mythologised throughout history as one the key founding moments of the modern states of the USA, along with the festival of Thanksgiving, with which it is irreducibly associated. In the city of Plymouth, the physical and tangible heritage of this event is very sparse, what does exist are modern (20thC) additions to a constantly evolving cityscape: a commemorative site (Mayflower Steps) a plaque on a building (listing the names of the pilgrims) and a tourist information office and small museum called the Mayflower Centre. This paucity of tangible heritage is however no barrier to the ways in which the projected events will be celebrated and commodified for tourism, and also used as leverage to access funding for cultural and infrastructural developments in the city. This paper will examine the ways in which the intangible narrative of past events will provide the framework within which the projected 2020 events and celebrations will be interpreted and commodified, and where appropriate, comparisons will be also be made to the 300th anniversary celebrations of 1920.

Daniel Navas-Carrillo

Predocctoral Researcher, University of Seville, Spain

M. Teresa Pérez-Cano

Senior Lecturer, Department of Urbanism and Territorial Planning.
Higher Technical School of Architecture. University of Seville, Spain
&

Carlos J. Rosa-Jimenez

PhD Lecturer, Department of Art & Architecture. Higher Technical
School of Architecture. University of Malaga, Spain

The Construction of the First Urban Periphery in Medium-Sized Cities. The Case of Andalusian Coast

This communication aims to analyze the urban growth experienced in the third quarter of the twentieth century. These cities can be considered as relevant referents in their countries, although their population is lower than in regional centers (10,000 to 300,000 inhabitants). This is the so-called system of medium-sized cities that has been recognized in recent years as an opportunity to promote more sustainable territorial strategies. On the contrary, there are still gaps to research in many fields such as the proposed study. It should be understood that the so-called first urban periphery, especially in medium-size cities, has been in a strategic position between historical city centers and the new developments that have emerged in the real estate boom. This makes them appear as areas of opportunity in the move towards sustainable urban and territorial models.

Furthermore, we can notice that these cities share many of the morphological and pathological features with their European equivalents, which were built in response to the urgent quantitative needs of housing existing in the whole continent at the end of the mid-century wars due to massive migration from the countryside to cities. This first urban periphery in Spanish cities has introduced certain peculiarities in their development as a consequence of the socio-political context marked by strong state control. This general framework concerning housing must be completed with some policies developed in the '60s in order to promote tourism as one of the growth engines of the Spanish economy. Among other objectives, this legislation planned new tourist settlements along the whole Spanish coast in addition to the rising of existing ones. The so-called Centers of National Tourist Interest became a product of great interest to private investment due to the economic and legal advantages that the legislation granted their promoters. This undoubtedly influenced the growth of nearby towns.

Within this context, this research takes the Andalusia coast as a geographical framework and it intends to face two different processes that have characterized the urban development of these cities. On one hand, there are urban areas that have experienced a progressive demographic growth and have remained within the population range that defines a medium-sized city (type I or II) during this period of time. However, other towns have undergone an exponential evolution, moving from features assimilated to rural settlements to qualities of a medium-size city.

In the final analysis, the aim of this paper is to examine how historical sites have responded to this duality in this strongly anthropized area, as well as to determine if their protection has been decisive in the type of development that they have occurred.

Takalani Ramukumba

Lecturer, Nelson Mandela Metropolitan University, South Africa

Sustainable Tourism: A View from Guest Houses in the Eden District Municipality

The tourism industry is growing rapidly and the loss of natural landscapes, local identities and traditional cultures; degradation of the environment are often listed as negative impacts associated with the tourism industry's development. The accommodation sector has been described as part of the industry, which activities cause negative impact on the environment, calling urgently for greater participation in sustainable tourism practices. Previous studies indicate that small medium tourism enterprises often focus on business returns by employing unsustainable business practices. To minimise any negative impacts that may arise as the result of tourism activities, efforts are now geared towards alternative form of tourism (Butler, 1993), which most academic literatures describes as 'sustainable tourism' (Edwards, 2004; Bohdanowicz, 2005). This article presents the results of an investigation into the sustainable business practices by guest houses in the Eden District Municipality (EDM). The survey of accommodation owners, managers and locums assessed mainly their views on the importance of the environment as a key resource base for the tourism industry together with the most commonly used or adopted sustainable business practices by their guest houses. The main findings show that there is a general agreement that the environment is an important resource for the tourism industry and there is a widespread sustainable business practices adopted by these guest houses. The results have implications for future strategies attempting to promote sustainable practices within the accommodation sector of the tourism industry.

Risto Rechkoski

Professor, University "Sv. Kliment Ohridski", FYROM

Legislation for Wine and Tourism Development in the FYROM

Offer of wine in the hospitality directly influenced tourism development in the world and according to that in FYROM as well. In this paper, offer, capacity, market and placement of wines and wine products are processed, on foreign as well on the domestic market. All of that is in accordance with appropriate law legislation for wine.

The aim of the paper is to proceed and analyze Law for wine in FYROM, and to compare, what quality of wine and wine products are producing, its characteristics, its incorporation in the tourism offer and the mode of that, and its placement in domestic and foreign market, and other important aspects of wine production.

Developed legislation for wine and wine products, which is in accordance with European and world standards of this field, contributes for tourism development. Wine tourism development as a specific type of selective tourism is increasing and particularly important for FYROM, regarding its geographical position, climate which is very suitable for wine growing. Production of organic wine as a world new trend is suggested.

Wine and wine products, as a part of tourist product of the country are attracting specific clients, who want to know about process of production of wine and its products – industrial and in traditional manner, as its degustation and enjoyment in that.

Including of wine and wine products in total tourism offer, attracts tourists in places where grape is growing and wine and its products are producing. With that, positive image for place is gotten and increasing of tourism spending and number of visits in such destinations are gained and that affects positively to the tourism development.

Khalik Salman

Professor, Mid Sweden University, Sweden

**Assessing Determinants of Business Manager
Expectations of the Future Profitability of Firm:
Evidence from Swedish Service Sector**

The purpose of this study is to identify a measurement for the profit performance of Swedish firms in the service sectors such as construction, consulting, transport and restaurant. In order to understand how service firms relate to key variables, such as firm size, growth of sales, labour productivity, Liquidity, debt and asset turnover, a Linear Quantile Asymmetric Laplace likelihood techniques, are used to estimate service firms profits performance. The results show that firm labour productivity rate (comparative advantage), and size have a positive effect on service firms profit performance and that debt is found to have a strong significant negative effect on service firm profit performance in all cases. The results also indicate a strong relationship between economics theories suggestions and firm profit performance. Additional, the results also showed that the total asset turnover has a negative effect in most percentile cases, but not significant in all cases of percentiles. Moreover, a Linear quantile model, which is based on a symmetric Laplace distribution approach provided a better understanding, regarding the cross section data of the economics factors that affect firm's profit performance, and provided more interesting results than conditional quantile regression, GMM methods or SUR do.

Daniela Sottili Garcia

Teacher, State University of Mato Grosso do Sul, Brazil

Elizabeth Sydow

Teacher, Federal University of Tocantins, Brazil

&

Luciana Correia Diettrich

Assistant Professor, Federal University of Mato Grosso do Sul, Brazil

The Influence of the Japanese Culture on the Cultural Identity from Campo Grande City - MS, through a Touristic and Geographic Point of View

This article has as main objective to verify the Japanese influence on the cultural identity of the city of Campo Grande, capital of Mato Grosso do Sul, and the touristic image projected by its municipality. The proposed field research is bibliographical, descriptive, and exploratory, with a qualitative approach. Therefore, we made use of the Social Representations Theory; the data collection method was the structured interview and the data analysis method was the Discourse of the Collective Subject. The population representation was formed by urban residents from Campo Grande divided in two groups denominated: common population and authorities, composed only by individuals that attended to the criteria of inclusion established by this study, and it was adopted the saturation, as a method. The data obtained on the field research demonstrated that the cultural identity of Campo Grande, accomplished by both investigated groups, is multiple. However, the aspects related with the Japanese colony are emphasized and especially characterized by its influence on gastronomy, dance, music, agricultural products and relation with the Brazilian Northeast Railroad.

Elisabeth Sydow

Teacher, Federal University of Tocantins, Brazil

Ursula Sydow

Teacher, Universidade Estadual do Mato Grosso do Sul , Brazil

&

Daniela Sottili Garcia

Teacher, State University of Mato Grosso do Sul, Brazil

The Potential of the City of Araguaína (TO) to Touristic Receptivity Considering the Dynamics of its Urban Pattern

Touristic activity represents an important option as a social, economical and cultural motivator for a specific area. But consistent tourism cannot exist without the building of civility. Urban beauty and security should be seen as civility factors. The city of Araguaína - TO develop itself with no order, which contributed to its poor urban aesthetics. The city has a specific land use regulation but there is no government inspection to accomplish it. There are obstacles on the walkways that difficult pedestrian access, making many of them walks on the streets risking their lives. With this in mind, the aim of this research was to understand the perception that the city's inhabitants have of the accessibility to the walkways, their safety to the inhabitants and to the tourists. It was also verified if they know that there is a specific regulation that sets the use of the walkways. The method used in this research was bibliographic research intending theoretical consistency. Furthermore, there were questionnaires applied to the Araguaína's population.

Laura Tarkkanen

Project Manager, Laurea University of Applied Sciences, Finland
&

Leena Alakoski

Principal Lecturer, Laurea University of Applied Sciences, Finland

Developed Foresight for Borders-Model Predicts the Amount of Borders Traffic

The amount of border traffic between Finland and the Russian Federation's border stations has been an upward trend through the 2000s. A significant part of growth is due to increased travelling of the Russian Federation's citizens to the European Union.

Forecasting of cross-border traffic and tourism in Finnish-Russian land border has traditionally been based on the official statistics, and occasionally made travellers interviews. However, these methods do not predict future travelling.

Laurea University of Applied Sciences (UAS) carried out a study which generate widely information on the factors that influence on travelling and border traffic in Finnish-Russian land border. In addition, Laurea designed a forecast model to predict travelling in Finnish-Russian border. In this paper the objective is to describe the factors which have influence on passenger travelling as well as the developed forecast model. The research methodology based on qualitative study and co-creation methods.

As a finding, Laurea UAS defined the key structural factors which affect to border traffic in Finnish-Russian border. The key factors are tourist's motivations, service and infrastructure in border station, and travelling documents. In addition, Laurea UAS developed an outline of border traffic foresight model. Foresight for Borders-model predicts the amount of border traffic which is based on the defined key structural factors. Foresight for Borders-model will improve customer service at the border stations by providing information of the traffic amounts that are anticipated to cross the border during specified time periods. As a conclusion, the study can be stated to be necessary in terms of creating new and innovative approaches to border security and tourism studies.

Yun-Ru Tsai

Ph.D. Student, National Chiayi University, Taiwan

&

Jo-Hui Lin

Associate Professor, National Chiayi University, Taiwan

Developing the Constructs for Tourist Cultural Literacy: Evidence from Taiwan

How tourists interact with different cultural tourism destinations has received increased attention. Previous studies have examined how tourists interact with natural environments; however, limited studies have been done to explore the concept of Tourist Cultural Literacy. This study thus aims to explore the concept of Tourist Cultural Literacy through understanding how tourists interact with destinations. The grounded theory was used as the research method while theoretical sampling was conducted to select interviewees. In-depth interviews were conducted with a total of 13 tourists to understand their travel experiences. Open coding, axial coding, and selective coding was used to analyze the data.

According to previous literature, cultural literacy can be divided into affective, cognitive and behavioral components. The findings of this study reveal that "affection ability" of tourist cultural literacy can be divided into three categories, namely: (1) interest in the culture, (2) appreciate the culture, and (3) enjoy the culture. The "cognition ability" of tourist cultural literacy can be divided into five categories, namely: (1) cultural sensitivity, (2) respect the culture, (3) accept the culture, (4) understand the culture, and (5) compare and reflect between cultures. The "behavior ability" of tourist cultural literacy can be divided into: (1) know the culture, (2) comply with cultural rules, (3) experience the culture, and (4) learn the cultural advantages. The study provides managerial implications for tourist education, which promotes friendly interaction and positive contact between tourists and destinations. Future research suggestions are also provided.

Ligia Terezinha Lopes Simonian

Professor and Researcher, Federal University of Para, Brazil

**Tourism, Nature, History, Culture and the Question of
Sustainability in the Contemporaneous Egypt**

Hsing Wen

Associate Professor, University of Hawaii at Manoa, USA

Henry Tsai

Associate Professor, The Hong Kong Polytechnic University, Hong
Kong SAR, China

&

Peiqiu Huang

Graduate Student, University of Hawaii at Manoa, USA

Strategic Analyses for Macau as a Gaming Tourism Destination

The main purpose of this study is to conduct a systematic analysis of the external and internal environment of Macau in order to identify the key opportunities and threats as well as strengths and weaknesses, determine the main problem, and propose a series of solid strategic plans for the development of Macau tourism in the future. Specifically, this study provides an overview of the proposed vision and mission of Macau tourism. Then, this paper discusses Macau's current gaming market conditions by using Porter's five forces model. A comparison in gaming industry between Macau and its main competitors - Las Vegas and Singapore - is conducted. Furthermore, the strengths, weaknesses, opportunities, and threats are identified through external and internal assessments, including economic, social, cultural, demographic, environmental, political, technological, and competitive forces at local, national, and international conditions. Strategic planning and long-term objectives are thereby developed for sustainable development of gaming industry in Macau. Ultimately, this study can contribute to the tourism industry in Macau by understanding the significant trends of gaming industry in terms of external and internal forces. This allows Macau to maintain sustainable development in tourism, and enhance its competitive position in a global environment.

This study will contribute to both practical and academic fields in several aspects. First, this study applies a SOWT analysis to reveal the important external and internal forces that influencing the development of the gaming industry in Macau. This can provide industry planners useful and valuable information of the current environment and future trends of the gaming industry. Besides, although there are studies examined the important role of gaming industry and its impact on community (Pao, 2004; Loi & Kim, 2010), other study conducted a SWOT analysis of Macau's gaming strategy, and suggested to develop its own gaming model (Gu, 2004), there is a lack of analysis on the overall development of Macau tourism with focusing on gaming industry. This is important because gaming industry, which is the core

tourism sector in Macau, simultaneously contributes to and depends on Macau tourism development. This study will fill this gap and provide valuable suggestions on tourism development focusing on gaming industry.