



UNIVERSIDAD
NACIONAL
DE LA PLATA

ARGENTINA
LA PLATA

Book of Abstracts

7th CONFERENCE of the International Association for Tourism Economics (IATE)

3-6 SEPTEMBER 2019, LA PLATA, ARGENTINA

iateconferencelaplata.wordpress.com

www.tourism-economics.net

ISBN 978-950-34-1854-3

iateconference2019@econo.unlp.edu.ar | iate-secretariat@tourism-economics.net

Book of Abstracts 7th Conference of the International Association for Tourism Economics-IATE; editado por Natalia Porto. - 1a ed. - La Plata: Universidad Nacional de La Plata. Facultad de Ciencias Económicas, 2019.
Libro digital, PDF

Archivo Digital: descarga y online
ISBN 978-950-34-1854-3

1. Economía. I. Porto, Natalia, ed.
CDD 330

This book includes the abstracts of the presentations held during the 7th Conference of the International Association for Tourism Economics hosted by Universidad Nacional de La Plata, Argentina, 3-6 September, 2019.

The book has been edited by Natalia Porto. Special thanks are due to Laura Carella, Carolina Inés García and Iván Albina, who collaborated on the arrangement of this book.

International Association for Tourism Economics (IATE)

Executive Council:

Prof. Haiyan Song, President – The Hong Kong Polytechnic University

Prof. Andea Saayman, Vice-President – North-West University

Dr. Mondher Sahli, Secretary-General – Victoria University of Wellington

Prof. Gang Li – University of Surrey

Dr. Sylvain Pettit – French Polynesia University

Dr. Natalia Porto – Universidad Nacional de La Plata

Prof. Stephen Pratt – The University of South Pacific

Dr. Vicente Ramos – Universitat de les Illes Balears

Dr. Neelu Seetaram – University of Huddersfield

Prof. Egon Smeral – MODUL University

Prof. Stephen Wanhill (non-elected) – University of Limerick

Prof. Serena Volo – Free University of Bozen-Bolzano

Dr. Albert Assaf (non-elected) – University of Massachusetts-Amherst

Dr. Raffaele Scuderi (non-elected) – Kore University of Enna

Local organizing committee

Chaired by:

Dr. Natalia Porto (Economic Research Institute, Department of Economics and Department of Tourism)

Composed by:

Mg. Pablo Montero (Department of Tourism)

Mg. Ana Clara Rucci (Tourism Research Institute)

Mg. Laura Carella (Economic Research Institute)

Lic. Carolina Inés García (Economic Research Institute)

Lic. Azul Balbiani (Department of Tourism)

Lic. Agustina Romero (Economic Research Institute)

Mr. Iván Albina (Economic Research Institute)

Miss Manuela Cerimelo (Economic Research Institute)

Authorities from the Facultad de Ciencias Económicas of Universidad Nacional de La Plata

Decano: Mg. Eduardo Andrés De Giusti

Vicedecana: Cra. Marina Dolores Gómez Scavino

Secretaría de Asuntos Académicos: Mg. Aníbal Alberto Cueto

Secretaría de Posgrado: Mg. Martín Guillermo Fernández Molina

Secretaría de Planificación y Control Institucional: Lic. María de la Paz Colombo

Secretaría de Investigación y Transferencia: Cr. Hugo Armando Collacciani

Secretaría de Extensión Universitaria: Mg. Liliana Cristina Galán

Secretaría de Bienestar Universitario: Cr. Fermín Crucianelli

Secretaría de Administración y Finanzas: Mg. Mariano Emilio Visentin

Secretaría de Consejo Directivo: Cr. Martín Raúl Masson

Prosecretaría de Extensión Universitaria: Lic. Carla Maroscia

Prosecretaría de Transferencia: Dra. María Florencia Hutter

Prosecretaría de Inserción Laboral: Cra. Constanza Granieri

PROGRAM

SEPTEMBER 3RD (Tuesday)

- 14:00 - 15:00 Presentation of PhD students' workshop
Keynote Lecture 1: Raffaele Scuderi from Tourism Economics - 'Some Reflections on Research Trends in Tourism Economics'
- 15:00 - 17:00 PhD students' workshop
- 17:00 - 17:15 Coffee Break
- 17:15 - 18:15 Keynote Lecture 2: Steve Hood from STR - 'Free Data Available for Research'
- 18:30 - 19:00 Instrumental performance
- 19:00 - 21:00 Welcome cocktail

SEPTEMBER 4TH (Wednesday)

- 08:30 - 18:30 Registration
- 09:00 - 09:30 Opening Ceremony
- 09:30 - 11:00 Round Table 1: 'Perspectives of Tourism in Argentina' with state and academic experts.
- 11:00 - 11:15 Coffee Break
- 11:15 - 13:00 Paralell Session A
- 13:00 - 14:00 Lunch
- 14:00 - 15:00 Keynote Lecture 3: Onil Banerjee from Inter-American Development Bank - 'Economic Analysis of Public Investments in Tourism' - Chair: Mondher Sahli
- 15:00 - 16:45 Paralell Session B
- 16:45 - 17:00 Coffee Break
- 17:00 - 18:30 Round Table 2: 'Research and analytics' with STR
- 18:30 - 19:00 Stands at Faculty's Hall
- 20:00 - 22:00 Dinner

SEPTEMBER 5TH (Thursday)

- 08:30 - 13:30 Registration
- 09:00 - 10:30 Paralell Session C
- 10:30 - 11:30 Keynote Lecture 4: Gabriel Brida, from Universidad de la República, Uruguay - 'Economic growth, development and tourism performance: a comparative analysis for Latin America' - Chair: Haiyan Song
- 11:30 - 11:45 Coffee Break
- 11:45 - 13:30 Paralell Session D
- 13:30 - 14:30 Lunch
- 14:30 - 22:00 Social program and gala dinner

SEPTEMBER 6TH (Friday)

- 08:30 - 13:30 Registration
- 09:00 - 10:30 Paralell Session E
- 10:30 - 10:45 Coffee Break
- 10:45 - 11:45 Keynote Lecture 5: Haiyan Song, from The Hong Kong Polytechnic University, Hong Kong SAR, China - 'Establishing Causality - The Role of Economic Theory in Empirical Research' - Chair: Andrea Saayman
- 11:45 - 13:00 IATE General Assembly - Elections
- 13:00 - 14:00 Lunch
- 14:00 - 16:00 Paralell Session F
- 16:00 - 16:15 Coffee Break
- 16:15 - 17:00 Closing ceremony
- 19:00 - 21:00 Dinner

Contents

Analyzing spatial and distributional issues in specialized tourism economies: the case of Uruguay	1
Natalia Porto, Natalia Espinola, Laura Carrella	
Tourism strategies in the Province of Buenos Aires. A regional classification using multivariate analysis	4
Carolina Inés García , Victoria Dowbley , Natalia Porto	
Hotel attributes and hedonic prices in Buenos Aires and CABA: an analysis based on Booking and Airbnb.....	5
Iván Albina, María Manuela Cerimelo, Juan Luis Schiavoni	
Medical tourism: a literature review from an economic approach	8
Ana Celeste Ciupik Kapp, María Florencia Hutter	
Accessibility as a competitive factor in touristic smart cities	9
Ana Clara Rucci	
The webometry like as a method of metric indicators of scientific production in tourism.....	11
Mayna Aquino, Margarete Araujo Teles, Luz Ernesto Brambatti	
Strategic decision-making concerning tourist origins portfolio: A decision process based on the ELECTRE method and applied to French Polynesia	12
Laurent Botti, Sylvain Petit, Linjia Zhang	
Travel intentions and associated risks during an economic crisis.....	13
Nikolaos Pappas	
An exploratory analysis of geotagged photos from Instagram for residents of and visitors to Vienna	14
Ulrich Gunter, Irem Önder	
Destination Satisfaction: A Benchmarking Study of Alpine Ski Resorts	15
Bozana Zekan	
Computational linguistic, tourist intermediation and social networks: Preparatory results for experimentation	16
Juan Pablo Vázquez Loaiza	
Data interpolation as a technique for building and studying the impact of an information technology-based learning environment on the learning skills of Tourism Economics students.	17
Matteo Maria Cati	
Behavioral Tourism Economics	18
Matteo Maria Cati	
Energy and tourism: Energy efficiency in hotels of northeast of Mexico	19
José Raúl Luyando Cuevas, José Vicente Jaramillo Escobedo, Carina Guzowski, María Florencia Zabalo	
Tolerance, talent and attraction of creative workers in the tourist destinations of the Province of Buenos Aires, Argentina Lorena	20
Soledad Beier, Salvador Anton Clavé, Hernán Pedro Vigier	
How Important is Tourism for Growth? A Panel Quantile Regression Approach.	21
Theodore Panagiotidis, Maurizio Mussoni, George Voucharas	

Do foreign tourists visiting South Africa suffer from money illusion?	22
Andrea Saayman, Shina Li, Alicia Fourie, Marco Scholtz	
Modelling the snow sensitivity of winter tourism demand in Europe.	23
Xiang Lin, Martin Falk	
Tourism boom and economic inequity: Evidence from DSGE modeling	25
Hongru Zhang, Yang Yang	
Public Policies, Tourism and Regional Development Induction: Empirical Evidence from a Brazilian Case	27
Guilherme Augusto Pereira Malta, Diomira Maria Cicci Pinto Faria, Mariana De Freitas Coelho	
Impacts of tourism and development of sustainability indicators with participation of the local community: The case of Autonomous City of Buenos Aires	31
Daniela Thiel-Ellul, Yazmín Abraham, Micaela Groos, Federico Esper, Silvina Di Giano	
Forecasting Tourist Arrivals in European Countries Using Spatiotemporal Autoregressive Models	33
Xiaoying Jiao, Jason Li Chen, Gang Li	
The economic rationale for government intervention to reduce seasonality: importance-performance analysis (IPA) for the hotel industry in Mallorca	34
Javier Rey-Maqueira, Javier Lozano, Francisco Sastre	
In vino feracitas! Efficiency of wineries in and out of Sardinia's wine routes.....	36
Claudio Detotto, Sauveur Giannoni	
Tourism Economics in Brasil and the Federative Units: an estimative of the value added for the years 2010 to 2015	37
Caio César Soares Gonçalves, Diomira Maria Cicci Pinto Faria, Tatiana De Almeida Pires Horta	
Behavioral economis applied to quality choice of tourism services: an experimental study on the option framing effect	40
Veronica Feder Mayer, Glauber Eduardo de Oliveira Santos, Osiris Ricardo Bezerra Marques	
Tourism Specialization and World Heritage in Latin America and the Caribbean	45
Silvina Elias, Viviana Leonardi	
Total employment and tourism employment in Uruguay 2017	46
Silvia Altmark, Karina Larruina	
Altruism, money illusion of tourists and livelihoods of informal crafts traders	48
Andrea Saayman, Shina Li, Marco Scholtz, Alicia Fourie	
The structure of the network of visited attractions in an urban destination	49
Juan M Hernández, Yolanda Santana-Jiménez, Christian González-Martel	
Tourism and migration: A lonely planet?	50
Maria Santana Gallego, Jordi Paniagua	
Innovation and technologies immersed in tourism	51
Kohen Alejandro	
Tourism and happiness. How life satisfaction and well-being affect tourism flows?	52
Maria Santana-Gallego, Jordi Paniagua, Jesús Peiró	
The resident's perceptions of tourism in a mature destination. The determinant factor in Gran Canaria (Spain)	53
Pedro Ernesto Moreira Gregori, Concepción Román, Juan Carlos Martín	

The effects of regulatory enforcements on labor informality in the Peruvian tourism sector	54
Cesar Del Pozo	
Tourism Value Chain Analysis and Poverty Alleviation – A case study of Cox’s Bazar, Bangladesh.	55
Babul Thomas Gomes, Professor Blake, Dr. Neelu Seetaram	
Beyond sharers and professionals: the heterogeneity of Airbnb hosts	56
Sauveur Giannoni, Daniel Brunstein, Florian Guéniot, Johan Jouve	
Gastronomic tourism efficiency frontiers: a meta-analysis.....	58
Laura Vici, Francesco Angelini, Massimiliano Castellani	
Tourists Stealing Stuff	59
Stephen Pratt	
Tourism and Economic Growth in the Pacific	60
Stephen Pratt	
Tourism and residents: the case of Gran Canaria (Spain)	61
Pedro Ernesto Moreira Gregori	
Text mining and tourism marketing research. An application to the analysis of eWOM about tourism destinations of Argentina and Spain	62
Marina Zanfardini, Enrique Bigné, Luisa Andreu	
Effect of legal restrictions on the airbnb market.....	64
Martin Falk, Blaise Larpin, Miriam Scaglione	
The challenges facing bed & breakfast establishments in East London: A case of Quigney	66
Dinesh Vallabh	
The Airbnb phenomenon in the tourist Province of Misiones. Analysis of a growing sharing economy	67
Juan Dip, Horacio Simes, Juan Benitez	
A Proposal to improve tourism perceptions’ assessment in different cultural and development environments	68
Akarapong Untong, Kansinee Guntawongwan, Vicente Ramos, Mingsarn Kaosa-Ard	
Does Operator’s Identity Make A Difference in Efficiency in Dairy Farms Performing Educational Tourism? A Slacks-based Measure DEA Approach	69
Yasuo Ohe	
Productivity Measurement of Japanese Accommodation Firms with Input Complementarities	72
Qi Bin Liang, Yasuo Ohe, Nicolas Peypoch	
The Mediating Role of Air Connectivity on Destination Marketing Effectiveness	74
Sigbjørn Tveteraas, Enzo Defilippi, Kristin Helen Roll	
Mega shocks and mega events: Do they affect tourist flows?	75
Sigbjørn Tveteraas, Enzo Defilippi	
Leakage Effects of Cruise Arrivals on Hotel Demand.....	76
Oddne Skrede, Sigbjørn Tveteraas	
Climate change and coastal tourism: a literature review of impact chains	77
Anastasia Arabadzhyan, Paolo Figini	

The Economic Impact of Tourism and its Relation to Economic Development; applying Input-Output analysis and Economic Growth Decomposition.....	78
Jeroen Klijs, Jack Peerlings, Bas Seumeren	
Estimating economic impacts using big data: an application to dynamic pricing in the accommodation sector	79
Anastasia Arabadzhyan, Paolo Figini, Laura Vici	
Millennial tourists: Understanding Customer Journey and ICTs Habit of Use	80
F. Andrea Gutauskas, Marina Zanfardini	
Tourism and Economic Growth in Small Islands economies: Evidence from Non-linear Threshold Models	81
Perrain David, Jean-Pierre Philippe	
What makes up the destination image of Iran? A stakeholder's view	82
Aline Flückiger, Peter Varga, Yong Chen	
Tourism and Inequality: The role of institutions	83
Sandrine Noblet, Antoine Belgodere, Sauveur Giannoni	
What remains from vacations? Relevance and value of vacation memories	84
Rico Maggi, Eva Vroegop	
Free destination cards that include free public transportation: effects on tourists' behaviour from a Swiss case study.....	86
Stefano Scagnolari, Igor Sarman	
The Micro and Macroeconomic consequences of Brexit on Tourism	88
Adam Blake	
Urbanization and Survival of Tourism Firms.....	89
Ursula Landazuri, Oddne Skrede	
Brand diversification and hotel performance in the Texas lodging industry: the moderating effects of ownership and location	90
Yoo Ri Kim, Shih-Chuan Lin	
A multivariate prediction copula model to characterize the expenditure categories in tourism.....	93
Leonardo Moreno, Gabriel Brida, Bibiana Lanzilotta, Florencia Santiñaque	
Analysis of PCA with georeferenced data. An application in the tourism industry ..	94
Laura Luna	
On measuring the effects of Catalan political conflict on inbound tourism to Spain	95
Julio A. Afonso-Rodriguez, María Santana-Gallego	
Analysis of the economic competitiveness of tourist destinations based on the dynamics of the supply chain: The case of the city of Paraty – Brazil	99
Osiris Marques, João Monteiro	
Economic impact of Tourism in Tierra del Fuego.....	100
Carlos A. Romero, Leonardo J. Mastronardi, Juan P. Tarelli, Martin Jacquet	
An inquiry on the determinants of emissive and receptive tourism in Argentina ...	101
Marcos Cohen Arazi, Marcelo Luis Capello, Franco Vico	
“Current context of airline companies with regular operations within Argentina: Analysis of their capacity for innovation and plan their marketing strategies. Case study: Patagonia - Argentina”	102
Lorenna Lombardo, Patricia Hernández, Fabiana Quadrini	

Socioeconomic causes and consequences of pilgrimage: a VAR approach to the Shrine of Fátima	104
Matheus Belucio, Glauber Eduardo Santos, Marco Daniel Duarte, José Alberto Fuinhas	
Face-to-face Meetings and Foreign Trade: A Demand for International Business Travel	108
Troy Lorde, Mahalia Jackman, Simon Naitram, Antonio Alleyne	
Cultural tourism and accessibility.....	109
Candela Murciego	
Exploring the linkages of the regional tourism demand using a Bayesian multi-country DSGE model	110
Anyu Liu, Richard Qiu, Doris Wu	
Sustainable tourism management in world heritage sites. A re-read from two Argentine cases	111
Uriel Charne, Gabriel Joaquin Comparato, Virginia Sahores Avalís	
Construction of the image of the tourism career. A study through the casual approach model	112
Fernando Simonato, Pablo Montero	
Comparative analysis of NTOs marketing activities on Facebook.....	113
Jovan Popesku, Sonja Zlatanov	
The Structural Change of Topological Network of Tourism Industry and Its Effects on Performance: A Case of Yangshuo, China.....	114
Bing Zuo, Shuman Cai, Yi Yang	
Peer-to-peer property rentals, housing, and hospitality markets: general setting and perspectives from Paris	116
Sauveur Giannoni, Malgorzata Ogonowska, Dominique Torre	
Tourism as a commodity in advanced capitalism: A conceptual analysis.....	117
Luiz Ernesto Brambatti	
Will Accommodation Sharing Make Tourist Attractions More Popular? A Difference-in-Differences Approach	118
Haiyan Song	
Forecasting tourism demand with an improved mixed data sampling model.....	119
Long Wen, Haiyan Song, Chang Liu	
Tourism, income and experienced poverty	120
Robertico Croes, Manuel Rivera, Jorge Ridderstaat, Jorge Bonilla	
Regional analysis of Argentinian and Brazilian tourism demands in Uruguay.....	123
María José Alonsopérez Chiossi, Silvia Altmark, Karina Larruina, Gabriela Mordecki	
The influence of Airbnb on hotel occupancy in Mexico using big data from its website (2007-2017).	124
Narciso Salvador Tinoco Guerrero, Mario Gómez Aguirre, Luis Manuel Tinoco Guerrero	
Use of consumer basket to to understand the tourists' behavior.....	125
Ljubica Knezevic Cvelbar, Damjan Vavpotic	
An application of the quantile regression method to analyse expenditure patterns of British holiday makers	126
Neelu Seetaram, Carla Massidda, Romano Piras	

A Comparison of Individual Preferences for Smart Hotels; the Case of Domestic and International Visitors in Crete, Greece	127
Alexandros Apostolakis, Shabbar Jaffry	
Measuring Tourism Innovation: any move forward?	128
Serena Volo	
A model of customer rating bias: Framing effects of rating scales	129
Yong Chen	
Guanajuato International Film Festival participants profile.....	131
Erika González Rosas	
Further investigation of Dutch Disease and tourism export concentration	132
Jean-Jacques Nowak and Mondher Sahli	

Analyzing spatial and distributional issues in specialized tourism economies: the case of Uruguay

Natalia Portoⁱ, Natalia Espinolaⁱⁱ, Laura Carrellaⁱⁱⁱ

Over the last several decades, tourism has played a crucial role both as an income generator and as a source of employment, contributing to the regional and local economic growth and development of many countries around the world. According to the World Travel and Tourism Council (2018a), it is estimated that travel and tourism sector generated 8.3 trillion US dollars (representing 10.4% of the world's GDP) and 313 million jobs (9.9% of total employment) for the world economy in 2017. Specifically, in Uruguay, the sector represented 10.6% of GDP and generated 10.2% of national employment, reaching contributions above the regional average and of countries such as Brazil, Argentina, and Colombia (World Travel and Tourism Council, 2018b).

In this context, some relevant questions emerge. How is income from tourism allocated to families? How is this allocation throughout the many activities involved in them? Is there a spatial concentration of these incomes? It is recognized that tourism, if managed well, can be an important channel through which sustainable development can be achieved. A current discussing topic both in policy and academic fields is how a more "spatially equitable" distribution of income and employment related to tourism can be achieved.

Several studies have argued that the tourism industry is characterized by jobs that require relatively low levels of schooling, little skills, they are of short average tenure, have a high rate of informality and with low relative wages as compared to the local economy's average. These features negatively affect the average level of regional or local wages and income (Ashworth, 1992; Lee and Kang, 1998; Santos and Varejão, 2007; Blake et al., 2008; Muñoz-Bullón, 2009; Espinola, 2016). Consequently, the level of development of tourism, a higher or a lesser dependence of a region on tourism activities, could generate income inequality both between and within regions of a country (Santos and Varejão, 2007; Blake et al., 2008; Muñoz-Bullón, 2009; Espinola, 2016; Marcoullier et al, 2004).

Other studies have assessed the effects of the share of employment in tourism on local income distribution in a country (Porto & Espinola, 2016 in Argentina; Incera & Fernandez, 2015 in Spain; Marcoullier et al., 2004 in the United States, English et al., 2000 in EEUU). The results show that employment in tourism has an income inequality effect, although in some cases it is not statistically significant.

Marcoullier & Xia (2008) also present empirical evidence of regional differences in the distribution of income related to tourism activities, finding that urban tourism exhibits

ⁱ Instituto de Investigaciones Económicas, Universidad Nacional de La Plata (UNLP) – Argentina. Mail: natalia.porto@econo.unlp.edu.ar

ⁱⁱ Departamento de Turismo, Universidad Nacional de La Plata – Argentina. Mail: natalia.espinola@econo.unlp.edu.ar

ⁱⁱⁱ Instituto de Investigaciones Económicas, Universidad Nacional de La Plata (UNLP) – Argentina. Mail: laura.carella@econo.unlp.edu.ar

generally higher levels of income inequality when compared to rural remote or exurban, suburban proximate tourism. It has also been found that there are differences in employment and income distribution within the sector so the different allocation of these activities can intensify or conversely offset regional disparities. Marcoullier & Xia (2008) show that income inequality in tourism employment is both "a sector-specific and spatial attribute." In Argentina, the study of Oliva & Schejter (2006) suggests that these intra-sector differences are present both in incomes and in labor conditions. Rodriguez Brindis (2014) also find, for the Mexican case, that the contribution of tourism to GDP varies between the industries that constitute the sector.

Based on this evidence, this paper aims to analyze the spatial and sectoral distribution of employment in the tourism sector in Uruguay between 2006 and 2016, with the purpose of obtaining policy recommendations tending to contribute regional economic development.

The specific objectives are:

1. Define and analyze employment sensitive to tourism.
2. Describe the occupational structure and laboral conditions within the tourism sector.
3. Analyze sectoral distribution of tourism employment and income
4. Explore spatial distribution of tourism employment and income, with the purpose of identifying regional differences.
5. Identify, jointly, sectoral and regional distribution of tourism employment and income.

We propose to contribute to this literature giving empirical evidence for the case of Uruguay. Although Uruguay is a relatively small country as compared to nearby countries such as Argentina and Brazil, its ratio of tourists per capita is 1.06 while in the rest of the countries of Latin America that ratio varies between 0.01 and 0.36. Also, tourism income represents 16.3% of its exports, the most significant percentage of the region, making it a country specialized in tourism (World bank, 2017).

The most important methodological issues can be summarized as follows:

1. Tourism definition: we will define the sensitive tourism employment as that of any establishment whose primary activity is any of the following: 1) Accommodation services, 2) Food, 3) Passengers' transport services, 4) Travel agencies y complementary touristic support services and 5) Entertainment, Cultural and Sport services (Espinola, 2016 and United Nations & UNWTO, 2010).
2. Characterization of employment in tourism: we will compute a descriptive statistics analysis, exploring the socio-demographic and economic characteristics as well as working conditions of the tourism sector compared to the non-tourism one — also, the labor and occupational structure in the tourism sector.
3. Sectorial distribution approach: we will draw on conventional tools for distribution analysis such as the Lorenz Curve and the Gini index to explore inequality in the distribution of hourly wages. The Lorenz Curve is represented in a 1x1 box, where the horizontal axis shows the proportion of people with the lowest income in the population. If all people had the exact same income, Lorenz Curve would match the 45° line, so this line is known as perfect equality line. The further away from the perfect equality line the Lorenz Curve is, the more unequal the distribution will be. Gini Index is computed as the

area between the Lorenz Curve and the perfect equality line, to get a proportion. The formula is

$$G = -1 + 2 \int_0^{\infty} F(y) y / \mu f(y) dy$$

where y is the variable of interest, μ is its mean and $f(y)$ its distribution function and $F(y)$ its cumulative distribution function.

Following Marcoullier & Xia (2008), we will compute the Gini index by tourism sector and geographic location (state). This will enable us account not only for inequalities within the sector, but also spatial differences.

4. Spatial distribution of employment and income: this will be carried at state (department) level, and we compute the Moran Index to detect a spatial association. This index is based on a comparison of the values of neighboring spatial units, and its formula is the following:

$$I = n / S_0 \left(\sum_i \sum_j (y_i - \bar{y}) w_{ij} (y_j - \bar{y}) \right) / \left(\sum_{i=1}^n (y_i - \bar{y})^2 \right)$$

Where $S_0 = \sum_{i=1}^n \sum_{j=1}^n w_{ij} = 1^T W 1$, being 1 an $(n \times 1)$ vector of ones and \bar{y} the sample mean. If matrix W contains islands, the rows of these observations will be zero and the element S_0 will be incorrectly calculated. The index takes values in the range $[-1, 1]$. When it takes a positive value, there is positive autocorrelation, implying that the values of each observation and its neighbors resemble each other. If the index takes a negative value, then this implies negative autocorrelation such that the value of the neighbors is high when the observation has a low value, and if it is high, then its neighbors assume low values (Herrera Gómez, 2015). Also, we will carry out a spatial analysis through maps to illustrate and distinguish possible spatial relationships. The idea is to observe whether there is spatial concentration in employment and income in tourism.

We will use the database from the Continuous Household Survey (Encuesta Continua de Hogares, ECH, Spanish acronym) conducted by the National Institute of Statistics of Uruguay. This survey provides the official labor market and household income indicators of the country, and it is also used to estimate poverty indexes. The ECH includes a variable with the 4-digit ISIC Revision 3 level classification of economic activities, enabling to use or even refine the definition of tourism mentioned in the previous paragraph. We will use this variable to distinguish between the many activities included in tourism, and then explore inequality in the distribution of hourly wages within the sector. The period considered in this study is that between 2006 and 2016. The reason behind this selection is that considering a period of a decade allows us for exploring the evolution over time. Furthermore, the survey was only urban until 2005. Since 2006, it has national coverage, allowing for the spatial analysis to cover both urban and rural departments.

Additionally, we expect, at a later stage of the research, to carry out a comparative analysis with other Latin-American countries. The case of Argentina has been appraised by Espinola (2016) and Porto & Espinola (2016).

Tourism strategies in the Province of Buenos Aires. A regional classification using multivariate analysis

Carolina Inés Garcíaⁱ, Victoria Dowbleyⁱⁱ, Natalia Portoⁱⁱⁱ

The aim of this paper is to analyze the distribution of touristic resources and touristic amenities, jointly with other relevant variables, in the municipalities of the Province of Buenos Aires in order to characterize them and to evaluate and propose a regional touristic classification. The result of this regional segmentation is considered an important input in the process of planning and managing of the tourism sector. The relevant variables considered in the analysis are related to tourism specialization, environmental sustainability, urban-regional development, fiscal sustainability and governability. The classification seeks to obtain groups of municipalities maximizing internal homogeneity and minimizing heterogeneity between groups. The advantages and disadvantages of the statistical information available for municipalities and its impact on the classification are studied. In particular, some indicators are not available for all municipalities or have different reference periods. A multivariate statistical classification methodology that considers a set of variables simultaneously with a three-stage analysis strategy is proposed. These stages are: i) preparation of the database (related to the objective of the classification and its theoretical framework) and reduction of variables considered based on statistical criteria; ii) Cluster Analysis application with the non-hierarchical k-means classification algorithm after application of Principal Components Analysis extended for mixed variables; iii) characterization and validation of the groups obtained. A criteria to select a solution among a set of possibilities according to the objective of the classification is proposed. As a result, eight groups of municipalities are obtained. These show a gradual transition from municipalities where tourism activity is relatively more important to those that are more urbanized with industrial development. Three important groups stand out from the point of view of the touristic activity. One of these is mainly composed of municipalities from the Atlantic Coast, with a majority of natural resources and a high share of the activity "accommodation services and restaurants" in the local economy. The other two groups are mainly composed of municipalities with a relatively high endowment of sports tourism resources, one being urbanized and the other one with more rural characteristics. This work is expected to contribute to the understanding of the diversity of the municipalities of the Province of Buenos Aires in relation to the dimensions of analysis and to encourage the use of multivariate statistical methods in this area of research. In conclusion, our proposal is to develop key strategies to plan and manage the tourism sector in the province and to evaluate and diagram a path of growth based on the diversification of tourism products and following the spirit of tourism dispersal within the province and municipalities themselves.

ⁱ Universidad Nacional de La Plata (UNLP) – Argentina. Mail: carolina.garcia@econo.unlp.edu.ar

ⁱⁱ Universidad Nacional de La Plata (UNLP) – Argentina. Mail: mvdowbley@gmail.com

ⁱⁱⁱ Instituto de Investigaciones Económicas, Universidad Nacional de La Plata (UNLP) – Argentina. Mail: natalia.porto@econo.unlp.edu.ar

Hotel attributes and hedonic prices in Buenos Aires and CABA: an analysis based on Booking and Airbnb

Iván Albinaⁱ, Maria Manuela Cerimeloⁱⁱ, Juan Luis Schiavoniⁱⁱⁱ

It is a well-known fact that the price per night that people must pay for accommodation varies greatly from one another. A number of valued attributes determine the room rates that hotels charge. These attributes include not only room quality but also access to various shared facilities (parking, pool, etc.), service quality, and the hotel evaluation that consumers do. In this sense, it is argued that the multidimensional concept of quality is associated with accommodation prices in a linear way: higher quality is equivalent to a higher price.

The hedonic theory of price states that the price of a product can be considered as an additive function of the various attributes that have an implicit utility and price and can be determined separately. The hedonic price technique has been used to estimate willingness to pay for product characteristics and to evaluate differences in quality of life. Considering the framework of this methodology and using data from two tourist websites, Booking and Airbnb, the aim of this paper is to study the influence of a variety of attributes or characteristics on the room rates charged for various accommodations in Buenos Aires Province and the City of Buenos Aires (CABA).

Literature review

The theory of hedonic prices is usually traced back to Rosen (1974), where a conventional approach of utility maximization is used to obtain the implicit prices of the attributes of heterogeneous goods like homes in conditions of perfect competition. The basic idea is that some goods are heterogeneous and their own characteristics can be decomposed into attributes, which have an implicit price in equilibrium (Rosen 1974).

Using the theory of hedonic prices as a reference, different investigations have studied the problem of the enormous variability of room rates in accommodation, even between very similar hotels in terms of services, location, and so on. The first investigations began in 1989 with Hartman, who applied this theory to the luxury hotel industry and Fujita, who also did some research following the same pattern. However, these first studies have had little coverage and include only official data from Hotel Guides published by the Tourism Secretariats. Another case that has this problem is the work of Pastor (1999).

Using the same approach, Monty and Skidmore (2003) scrutinized how a number of hotel attributes could be linked to room rates for a local US market. They study "Bed and Breakfast" accommodations in which new attributes took some relevance, at the same time that certain traditional attributes (free parking or check-out time) ceased to be relevant.

ⁱ Facultad de Ciencias Económicas, Universidad Nacional de La Plata – Argentina. Mail: ivan_albina@hotmail.com

ⁱⁱ Facultad de Ciencias Económicas, Universidad Nacional de La Plata – Argentina. Mail: manuelacerimelo@hotmail.com

ⁱⁱⁱ Facultad de Ciencias Económicas, Universidad Nacional de La Plata – Argentina. Mail: juanluisschiavoni@gmail.com

At the end of the first decade of the 2000s, with the spread of the internet around the world, the amount of information available increases enormously and, as a consequence, online hosting pages begin to appear. With this new source of information, which includes a large amount of data easily available, the studies of hedonic prices for hotels around the world became a more important feature of the literature.

Thrane (2007) extracts data based on the Google search engine, but still with a very small coverage, obtaining information of only 88 accommodations for the city of Oslo (Norway). Then, taking advantage of internet-based travel agencies, Anderson (2008) continues with the research in Singapore. Following this stream of online accommodation pages, the studies of Ching-Fu Chen and Rothschild (2010) perform a hedonic price analysis for Taipei (Taiwan).

In most of these works, the method used is a hedonic price analysis where a log-linear model is considered. The dependent variable is the logarithm of the room price per night, distinguishing between prices during the week and during the weekend, and also the type of room. In all cases, it is observed that the accommodation attributes explain much of the price variability of the accommodations, although these vary according to the study, the information available and the attributes evaluated.

Data and methodology

The data for this study was extracted from two different sources and using a particular collection mechanism in each case.

On the one hand, a manual extraction of the data from the Booking website (<https://www.booking.com/>) was carried out for a period ranging from 11/23/2018 to 11/29/2018. Initially, the search was made based on a specific date: from November 23 to 24. However, given that if the number of nights per accommodation was increased, the sample was enlarged, it was proceeded to look for accommodation for six nights and then take an average per night. The survey was conducted for each of the 136 municipalities of the province of Buenos Aires. In many cases, no information could be extracted, given the lack of availability for those dates.

On the other hand, an extraction was carried out using the web-scraping technique, massively collecting the notices on [airbnb.com.ar](https://www.airbnb.com.ar) using tools in Python and SQL. Duplicate and erroneous notices were eliminated, corroborating in turn the veracity of the same, always using the Airbnb hosting page (<https://www.airbnb.com.ar/>) as a source. The extraction period goes from 10/10/2018 to 10/29/2018.

The hedonic price models have the objective of differentiating the attributes of a good with the purpose of estimating its implicit prices. To explain how some attributes of the different accommodations determine the room rates, a hedonic price model was estimated in this paper. The natural logarithm of the room rate was used as the dependent variable, both for the estimate with Booking and Airbnb data. An additional advantage of the log-linear form compared to the linear one is the ease of interpretation of the prior technique.

In the case of Booking, among the attributes surveyed are: free cancellation and the presence or not of WiFi, air conditioning, heating, free parking, cable TV, elevator, swimming pool, gym, Spa and wellness center or sauna, meeting room, region to which the accommodation belongs. The score on different attributes of the hotels was also taken into account: cleanliness, comfort, location, staff, value for money, free WiFi, general facilities, breakfast and general score.

In the case of Airbnb, the surveyed attributes refer to number of rooms, number of bathrooms, number of guests, number of reviews and average satisfaction (score ranging from 1 to 5).

Particularly, for the City of Buenos Aires, some other variables were taken such as neighborhood, commune, distance to the Obelisk of Buenos Aires, time required to reach the Obelisk and distance to the nearest subway station.

Formally, the product offered is a specific accommodation "A" that can be considered as a set of attributes, such as services (pool, WiFi, television in the room, etc.), features (location, number of rooms, etc.) and valuations of consumers:

$$A_i = (q_{i1}, q_{i2}, q_{i3}, \dots, q_{ik}, \dots, q_{im}) \quad (1)$$

where $i = 1, \dots, n$ indexes the accommodations and q_{ik} ($k = 1, \dots, m$) each of the attributes. Therefore, the hedonic price function for each accommodation can be represented as:

$$R_i = R(q_{i1}, q_{i2}, q_{i3}, \dots, q_{ik}, \dots, q_{im}) \quad (2)$$

where R_i is the rate of each of the accommodations and is a function of the price of each one of the attributes of the same. These attributes may vary depending on the website been considered (Booking or Airbnb).

The results for Buenos Aires province suggest that most of the attributes taken into account are associated with the accommodation rates in a predictable way, such as capacity, air conditioned and swimming pool. Moreover, it is evident that the relative importance of most explanatory variables changes according to whether it is a hotel or house/department that is being considered. The results hold either by doing the analysis with the Booking or Airbnb data.

When considering the City of Buenos Aires this document shows how the proximity to a specific geographical center explains to a large extent the variations in the price of real estate. In this case, this center could be found in a tourist place like Recoleta.

Medical tourism: a literature review from an economic approach

Ana Celeste Ciupik Kappⁱ, Maria Florencia Hutterⁱⁱ

Medical tourism is an increasingly relevant phenomenon. Nevertheless, the existing literature on the subject refers little evidence on its role and economic impact, both for the OECD countries and Latin American ones. This paper aims to perform a literature review in order to identify consensus on the definition and characteristics of medical tourism, its relevance, and potential in different regions of the world, with particular reference to those from Latin American countries.

Materials and Methods

A systematic search is carried out of articles published in the period 2000-2018 through different electronic databases of online articles, such as SCOPUS, MEDLINE, PubMed and GOOGLE academic, and official and institutional repositories. Specific keywords are used for the search (in English and Spanish). From the selected articles, according to predefined criteria, certain aspects are identified and extracted, such as, number of articles published by country of origin, by year of publication and by type of journal; origin, meaning and extent of the term "medical tourism"; characteristics of the demand and supply for medical services; arguments that explain medical tourism (quality of the health service, costs, delays, among others) and some elements of evidence on the economic impact. First, an organized and structured synthesis of these articles is realized; then, an exploratory analysis is carried out through descriptive statistics (relative frequencies, differences in proportions); and finally, an analysis of the association between bivariate and potentially multivariate variables is constructed.

Results

From about 400 articles found, the bibliometric analysis referred to medical tourism allowed to know the state of progress of knowledge in the field. The literature referring to Latin American countries is relatively scarce concerning the one corresponding to developed countries. There is little evidence on the economic impact of medical tourism on the health systems of Latin American countries.

Conclusions

Review studies are useful as an educational instrument of literature's state of the art. The existence of limited evidence on the characteristics and scope, as well as on the impact of medical tourism on health systems of the countries involved, allow us to conclude that it is necessary to continue with studies of this nature. These studies may be useful to understand this particular type of tourism, its management, and development around the world, and its potential as an economical source of growth in Latin American countries.

ⁱ Facultad de Ciencias Económicas, Universidad Nacional de La Plata – Argentina. Mail: cele_kapp@hotmail.com

ⁱⁱ Facultad de Ciencias Económicas, Universidad Nacional de La Plata – Argentina. Mail: mariaflorencia.hutter@econo.unlp.edu.ar

Accessibility as a competitive factor in touristic smart cities

Ana Clara Rucciⁱ

Over the last decade, tourism researchers have shown particular interest in identifying, measuring and systematizing variables that determine the competitive position of tourism destinations (Ritchie and Crouch, 2003; Dwyer and Kim, 2003; WEF, 2011). These variables are important for management decisions made by policymakers, destination managers, tourism entrepreneurs and other stakeholders (Pulido-Fernández and Rodríguez-Díaz, 2016). Do accessibility, technological aspects of smart destinations, innovation, and sustainability hold a place in the measurement of competitiveness? In this research, we focus mainly on one of these dimensions, accessibility, to shed some light on its definition, alternative methods of measurement, and its potential relationship with technological aspects of smart city destination in order to identify its role in the development of growth in touristic cities.

Why should accessibility be taken into consideration? Three primary facts illustrate its significance. First, more than a billion people, or about 15% of the world's population, are estimated -at present-, to live with some form of disability (WHO, 2011) and this figure is increased when people benefiting, directly or indirectly, from enhanced accessibility. That number includes pregnant women, families with young children, seniors, people with temporary disabilities and people with chronic diseases such as diabetes, cardiovascular diseases, cancer and mental health disorders (WHO, 2011). Second, the Convention of Rights of People with Disabilities (UN, 2006) includes accessibility and participation in cultural life, recreation, leisure and sport as a specific right for persons with disabilities. So, when people with disabilities choose not to travel for vacation due to the lack of accessible services and places, lack of reliable information or a negative prior experiences (Gfk, 2015), the UN Convention seems not to be respected and society lacks the opportunity for economic, social, and cultural benefits that come from the accessible tourism (UNWTO, 2014). Third, more than 50% of the world's population lives in cities and they will continue moving to cities, so by 2050 almost 70% will be city dwellers (Sun, Song, Jara and Bie, 2016) in a world of 9.7 billion population increment (UN, 2015), a fact that cities have to, accessibly, sustainably and smartly, face (Kiss, Jansen, Castaldo and Orsi, 2015).

Competitiveness in tourism has become more relevant in the literature since the 1990s but correctly measuring it still represents a challenge. The cross of the tourism sector and the lack of unique criteria in its definition complicate efforts at quantification. Although a great number of studies have focused on measuring the competitiveness of tourism destinations (Ritchie and Crouch, 2003; Dwyer and Kim, 2003; WEF, 2011; UrbanTUR, 2016), only a few have studied accessibility in tourism in the context of competitiveness, though not in a broader sense (Madeiro Barbosa, 2008; Domínguez, Darcy and González Alles, 2015; Porto and Rucci, 2017; Porto, Rucci and Ciaschi, 2018) and none of them includes smartness.

This work aims to determine to what extent accessibility and smartness serve as determining factors on the touristic performance of certain Spanish cities and their role on the definition and measurement of competitiveness of destinations. Connectivity and

ⁱ Universidad de Alicante – Spain. Mail: acr149@alu.ua.es

accessibility are becoming the new ways to interact with people, places, technology and senses. Consider accessibility as part of the touristic city smartness, could become an opportunity for cities to prepare itself to host the new tourists –seniors, people with disabilities, pregnant woman, among others. Using data from a sample of cities of Spain during the period 2000-2017, we estimate a panel data model to analyze touristic cities overnights, considering those who have been awarded by Reina Sofia Prize to the Universal Accessibility of Municipalities and those who are included into the Smart Cities Spanish Network (Red Española de Ciudades Inteligentes, RECI), and other determinants of touristic performance are considered. Preliminary results show that cities which have received the Reina Sofia Prize are more willing to adopt smart technologies and being better positioned in a touristic competitive ranking. It proposes that accessibility is key among these.

The webometry like as a method of metric indicators of scientific production in tourism

Mayna Aquinoⁱ, Margarete Araujo Telesⁱⁱ, Luz Ernesto Brambattiⁱⁱⁱ

One of the greatest challenges faced by researchers in carrying out scientific research is the collection of bibliographical and documentary evidence to support their studies. These challenges become even more difficult when the research universe is a contemporary subject that is still little explored in the academic world. In this search, digital platforms have become useful and high-performance resources that provide information geared to the purpose and methods for which the research is intended. In this way, finding tools capable of achieving the expected results will depend on establishing research techniques for the interest of analysis. The study presented a study that aims to analyze the performance of certain digital platforms of search of Brazilian academic production – Periódicos CAPES and Stela Experta and to detect the presence of national scientific publications using a specific term retrieving information about the topic : collaborative economy in tourism. For this investigation, a qualitative-quantitative methodology was used based on a bibliographical and documentary survey by means of metric studies of the information of a web-based method to analyze Brazilian academic scientific production and to constitute a comparative panorama between the digital platforms used. The main results point to adjustments regarding the choice of platform and the term used, but the expectations were reached when the performance of the digital platforms is verified, the variables analyzed in the comparison between the two are presented. We did not obtain the universe of expected analysis that would fit the research to the subject, but we share data from updated research that applied the methodology and used digital platforms with similar research interests presenting these results.

ⁱ Universidade Federal do Paraná - Brazil. Mail: mayna.aquino@gmail.com Web page: <http://lattes.cnpq.br/3546714014291450>

ⁱⁱ Universidade federal do Paraná – Brazil. Mail: margateles25@gmail.com Web page: <http://lattes.cnpq.br/5147392026023084>

ⁱⁱⁱ Universidade Federal do Paraná – Brazil. Mail: lebramba@gmail.com Web page: <http://lattes.cnpq.br/7583291058896869>

Strategic decision-making concerning tourist origins portfolio: A decision process based on the ELECTRE method and applied to French Polynesia

Laurent Bottiⁱ, Sylvain Petitⁱⁱ, Linjia Zhangⁱⁱⁱ

This paper presents a two steps framework for the selection of the optimal tourist origins portfolio for a particular destination. The paper applies this decision-making process to French Polynesia as a destination. The first step of the framework is based on a meanvariance optimization procedure and proposes the subset of portfolios among which the decision-maker must limit his or her choice. Second, the multi-criteria ELECTRE method is employed to rank all the portfolios considered from those considered the best to the worst on the basis of decision-makers' preferences exposed in the parameters of the algorithm. Three decision-maker profiles are proposed from a risk-averse profile to a risk-lover profile. Results of our application to French Polynesia's tourist attendance data (from 2014 to 2017) highlight the usefulness of the framework exhibited and empirically exposes the relative importance of French and North-American tourists for French Polynesia. Moreover, the paper underlines the economic perspectives offered by Chinese tourists. The French Polynesian application follows a clear step-by-step presentation permitting consideration of applications to other destinations.

ⁱ Université – France. Mail: laurent.botti@univ-perp.fr

ⁱⁱ Université – French Polynesia. Mail: sylvain.petit@upf.pf

ⁱⁱⁱ International Business School Suzhou Xi'an Jiaotong – Liverpool University. Mail: linjia.zhang@xjtlu.edu.cn

Travel intentions and associated risks during an economic crisis

Nikolaos Pappasⁱ

It is common ground that travel and tourism is susceptible to crises, whilst the associated purchasing intentions are characterised by high elasticity (Papatheodorou and Pappas, 2017). This is due to the fact that the discretionary tourism products and services are perceived as luxurious. Moreover, the purchasing decisions in travel and tourism include high perceived risks due to the special characteristics (e.g.: high costs; complexity) of the related products and services in reference (Curras-Perez et al, 2017). Those risks increase their impact upon decision making process when they are associated with a specific crisis. Although those types of risks (e.g.: financial; social; quality/performance) are met in several other sectors (Kim et al., 2009), the high levels of travel and tourism complexity significantly increase risk impacts upon consumers' purchasing intentions (Pappas, 2017a).

Using a sample of 507 respondents (domestic travellers: 296; overseas travellers: 211) and 28 Likert Scale (1-5) items adopted from previous studies, the study examines the complexity of recession impact, destination selection, an price and quality risks upon holidaymakers' purchasing intentions, also including the socio-demographics of age and income. The research was conducted at the international airport "Eleftherios Venizelos" in Athens, Greece to Athenian holidaymakers. The city of Athens is considered as the most affected European region from the current economic crisis. The results reveal three different pathways of holidaymakers. The first pathway focuses on 'value for money' perspective. The second one is related with the financial aspects of travel and tourism. The third pathway concerns the destination characteristics, providing a special emphasis to the related travel and tourism experience.

The study's contribution is in both, theoretical and methodological domains. From a theoretical perspective, it provides evidence for the complex effect of travel intentions and their associated risks in travel and tourism purchasing intentions of people substantially experiencing the impact of recession (Athenian residents). Methodologically, it employs fuzzy-set Qualitative Comparative Analysis (fsQCA), a mixed method only recently introduced in travel and tourism, which is based on quantitative data and qualitative reasoning.

ⁱ University of Sunderland – United Kingdom. Mail: pappasnikolaos@yahoo.gr

An exploratory analysis of geotagged photos from Instagram for residents of and visitors to Vienna

Ulrich Gunterⁱ, Irem Önderⁱⁱ

Firstly, spatial analysis of 627,632 individual geotagged photos with time stamps running from October 30th, 2011 (4:15:51 p.m.) until February 7th, 2018 (6:16:23 a.m.) from public profiles of Instagram reveals the top-50 locations in Austria's capital city Vienna for all-, local-, and visiting-Instagram users based on three popularity indicators (numbers of likes, comments, and photos). The differences uncovered between the user categories were few, but quite remarkable: there are some locations that are quite popular among visitors, which may not have yet appeared on the radar of Vienna's destination management organization. Although all of them are well-known public places among residents, they could perhaps be better marketed from visitors' perspective, supported by the city authorities. Further spatial analysis will investigate if the likes, comments, and photos of the top-50 locations are significantly spatially correlated for both residents and visitors.

Secondly, temporal analysis based on aggregated daily values of the three popularity indicators for the period March 2015 until June 2016 using mixed data sampling (MIDAS) modeling shows that the numbers of likes and comments associated with the posts of visiting users to the location ID 'Vienna, Austria' indeed constitute a predictor of actual tourist arrivals to Vienna. Thus, considering this information a-priori potentially leads to more accurate out-of-sample tourism demand forecasts. This is particularly relevant for Vienna's destination management organization since accurate demand forecasts are crucial for its short-term operational and long-term strategic decisions.

The spatial and temporal investigation of geotagged photos from Instagram for the city of Vienna is therefore one of the major contributions of this study. Uncovering the differences between residents and visitors could also potentially help the city authorities and the destination management organization to moderate crowds in specific hot-spot areas, as well as allowing them to rethink public transportation routes and schedules.

In the future, the locations popular among visitors but as yet unknown to the destination management organization and the city authorities should also be appropriately integrated into city guides, in particular into their mobile application versions. Concerning the residents, on the other hand, a few 'hidden gems' have been identified. Since these consist of local stationary businesses, a potential utilization of these findings is probably limited to small businesses positioning their mobile offers (e.g., mobile coffee and drinks stands or food trucks) close to those locations during peak times.

ⁱ MODUL University Vienna - Austria. Mail: ulrich.gunter@modul.ac.at

ⁱⁱ MODUL University Vienna – Austria. Mail: irem.onder@modul.ac.at

Destination Satisfaction: A Benchmarking Study of Alpine Ski Resorts

Bozana Zekanⁱ

Destination managers are often confronted with the pressures of increasing visitor numbers and improving an image of their destinations. This is even more evident in cases where there are many competing destinations in proximity of each other, which holds true for the Alpine ski resorts. One way to achieve this goal is to monitor trip satisfaction on a continuous basis. The underlying premise is that a satisfied visitor will spread a positive word-of-mouth and is an obvious candidate for a repeat visitation. Therefore, the current empirical study puts the notion of overall destination satisfaction at its core by investigating the efficiency of 54 Alpine ski resorts in terms of molding individual satisfying experiences into an above-average satisfaction outcome. Data Envelopment Analysis (DEA) was used in calculation of the aforementioned efficiency scores. More specifically, various satisfaction dimensions of a ski resort (e.g., core elements such as size of the area, snow conditions, and lifts; peripheral ones such as nature, ambience, and exclusivity; fun elements encompassing entertainment, après-ski, food and beverage; and lastly, value for money with regards to lifts, accommodation, and restaurants) were modeled as input factors, whereas the resulting overall satisfaction rating served as output. The findings reveal inter-destination differences in utilization of resources and give insights to destination managers about the competitive standing of their resorts within a group of comparable partners (i.e., competing destinations). Ultimately, this benchmarking endeavor highlights areas for improvement for all inefficient resorts and proposes optimal benchmarking partners. As such, it paves the way for individual resorts to improve the overall satisfaction of visitors at their destinations.

ⁱ MODUL University Vienna – Austria. Mail: bozana.zekan@modul.ac.at

Computational linguistic, tourist intermediation and social networks: Preparatory results for experimentation

Juan Pablo Vázquez Loaizaⁱ

The derivations provoked by the Internet as direct channel between suppliers and tourists, represents a latent apprehension for the actors on the tourist distribution. Although these remain in the market thanks to the offer of complementary services for the traveler, they face scenarios where the personalization of products must become an important part or innovation and a differentiation tool to counteract the positioning of virtual agencies.

On the other hand, because the knowledge economy is a new approach that tries to show itself as a practice that gives revenues to companies, and that the use of information bit by bit and with greater strength becomes a valuable asset associated with the competitiveness still within a paradigm of sustainability, it is necessary to build proposals that strengthen the skills to comply with the process of knowledge management in terms of its creation, storage and transfer.

In addition, considering that the explosion of social networks provides multiple informational formats and that the dynamic web drives the interaction between the actors (company - client, company - company and client - client), the systematization of their content becomes an important step for transcend towards the semantic horizons that, for the interest of this study, is justified insofar as it is understood as a commitment to the renewal of R & D practices.

Thus, with the intention of providing contributions to the valorization of the 2.0 language, the study tested a methodological proposal that deepened more than 3000 publications collected from 22 Fan Pages that the agencies carried out in a period of 12 months. Intent that was developed from: a) the recommendations of computational linguistics as it favors the understanding of a complex reality such as natural language, and whose result is framed in the context of artificial intelligence that studies cognitive abilities, and b) the perspectives of the word as a social semiotic that transmits messages that, for the purpose of digital advertising, seeks to make the conscience of the individual more flexible towards an intention for consumption.

Therefore, after a process that began with the recognition of words as belonging to a language, continued with the relationship of its compositional elements, the lemmatization, morphosyntactic disambiguation and semantic analysis, was obtained as results: 1) a tourist lexicon that would seem to reflect the fact that tourism intermediaries are a promotional extension of the hostelry and air transportation, but not a space that motivates the tourist experience as customer oriented marketing 2) the relationship of language with other units of analysis such as the tourist circuit, the tourism product and sustainable tourism, and 3) the syntactic evaluation - semantic versus the interaction of the potential tourist.

All contributions, which are the basis for the foundation of an experiment that seeks to promote the co-creation of digital content towards the consolidation of the intermediary agencies in an intention to take advantage of digital social information.

ⁱ Univeridad Politécnica Salesiana – Ecuador. Mail: jvazquez@ups.edu.ec

Data interpolation as a technique for building and studying the impact of an information technology-based learning environment on the learning skills of Tourism Economics students.

Matteo Maria Catiⁱ

One of the most important development in academic teaching in recent years has been represented by the introduction of information technology as an instrument for improving the effectiveness of learning. Most part of the current litterature focuses its attention on the data collected through questionnaire surveys and only rarely considers other methods, such as through exam grades, of collecting information on the impact on the academic performance of students, of such tools, particularly blended e-learning (BE) and e – examinations (EE). The pourpose of this paper is two – folds. On one side it studies the impact of BE and of EE on the performance of students considering both the exam grades and the delivery of questionnaire surveys, interpolating the data from the two aforementioned methods. To this extent this research considers, with respect to part of the existing litterature, a more structured technique with which to study the effects of BE and of EE on the psychology of student learning.

The data sets utilized considers different groups of students and different courses (e.g. microeconomics and macroeconomics, tourism macroeconomics and others subjects), delivered at the Campuses of Rimini and Forlì. The groups of students considered were enrolled in the first and in the second year of both the Bachelor and Master degree programs, with particular reference to the Bachelor and the Master degree programs in Tourism Economics. The methodology of the data analysis used employes descriptive statistics.

On the other side this work uses the results from the data analysis to explain how to use blended e-learning (BE) and e – examinations (EE) for academic teaching and for the delivery of academic exams. Also it illustrates how to build an experimental enviroment and to interpolate the information collected with the questionnaire surveys and the data on exams grades.

The results show not only that BE and EE tend to have a positive impact on the learning skills and on the ability of taking exams of students, but also that the capacity of the instructors of preparing an experimental enviroment and adjust it with respect to the information collected periodically plays an important role in order to spread the students enthusiasm toward academic studying and research.

ⁱ University of Bologna – Italy. Mail: matteomaria.cati@unibo.it Web page: <https://www.unibo.it/sitoweb/matteomaria.cati>

Behavioral Tourism Economics

Matteo Maria Catiⁱ

Recent years have witnessed many applications of Behavioral Economics (BE), that arises from the union between the fields of psychology and of economics, in many areas, including product marketing (Thaler (2015)) and policy design (Madrian (2014) and Howlett (2019)). Examples are the so-called 'Nudge Units', which prestigious international institutions such as OECD (2017) or governmental ones (the Behavioral Insight Team (BIT) of the UK Government or the Behavioral Economic Team of the Australian Government (BETA)) have established.

This article first presents a systematic treatment of the main contributions of the literature on the subject, with particular reference to the so-called heuristics, Kahneman (2003) and Shah and Oppenheimerand (2008), and to the cognitive biases Ariely (2008) and about its future trends Stjepanovic and Mihic (2018). Secondly it aims to provide a series of practical and new applications, which I label as Behavioral Tourism Economics, on the basis of the litterature on the topics (Nikolova (2019)), of the principles of Behavioral Economics and in particular of the Nudge Theory (Thaler and Sunstein (2008) and Sunstein and Reisch (2017)) for marketing tourism products and policy design in the tourism sector.

ⁱ University of Bologna – Italy. Mail: matteomaria.cati@unibo.it Web page: <https://www.unibo.it/sitoweb/matteomaria.cati>

Energy and tourism: Energy efficiency in hotels of northeast of Mexico

José Raúl Luyando Cuevasⁱ, José Vicente Jaramillo Escobedoⁱⁱ, Carina Guzowskiⁱⁱⁱ, María Florencia Zabaloy^{iv}

The relationship between tourism and the environment has been broadly studied. Contrary, the link between energy and tourism has yet great potential, as it constitutes an emerging field of study. Currently, one of the main topics in energy research is energy efficiency. It has become an important area of research because energy efficiency policies can reduce Greenhouse Gas (GHG) emissions, improve energy security at national level, generate savings, among other benefits. Consequently, energy efficiency ultimately allows a greater degree of economic development.

According to the American Council for an Energy-Efficient Economy (ACEEE) Mexico is the most improved country in energy efficiency between 2016 and 2018. This improvement was mainly achieved in the industry sector. Nevertheless, there is still potential in other sectors such as transport and building, which includes commercial activities such as tourism and hotel industry.

On the other hand, tourism is one of the main economic activities in Mexico and it requires a great proportion of energy consumption. For example, the cooling systems in hotels of tropical regions require high levels of energy. One of the tropical regions with a strong touristic activity is Tamaulipas, in Mexico Northeast.

In this context, the objective of the research is to find the most influencing variables in the application of energy efficiency measures in hotels of Tamaulipas. The data was obtained through a poll of hotels that are in the City Halls of Tampico, Altamira, and Ciudad Madero. The analysis is conducted with the Quantitative Comparative Analysis (QCA) technique, considering different variables, such as the number of stars and the room rates.

We hope to find the variables that characterize the implementation of energy efficiency measures in hotels according to the number of stars, differencing two clusters: hotels with 4 or 5 stars, and hotels with 3 or less stars. The results will contribute to the local energy policy, as they can be used in future energy efficiency projects. At the same time, this paper contributes to the literature, as an example of a particularly approach to study the link between energy and tourism.

ⁱ jrlucu@gmail.com Mexico Universidad – Mexico. Mail: jrlucu@gmail.com Web page: <http://www.uanl.mx/>

ⁱⁱ Universidad – Mexico. Mail: vjaramillo@docentes.uat.edu.mx Web page: <http://www.uanl.mx/>

ⁱⁱⁱ Departamento de Economía- Instituto de Investigaciones Económicas y Sociales del Sur – Argentina. Mail: cguzow@criba.edu.ar Web page: <http://www.economia.uns.edu.ar/>

^{iv} Departamento de Economía- CONICET. Mail: florenciazabaloy@gmail.com

Tolerance, talent and attraction of creative workers in the tourist destinations of the Province of Buenos Aires, Argentina

Lorena Soledad Beierⁱ, Salvador Anton Clavéⁱⁱ, Hernán Pedro Vigierⁱⁱⁱ

The creative class consists of people who are engaged in creative and innovative jobs. Beyond their professional status, an interesting debate about creative workers is the assumption that they are key drivers of urban and regional growth (Florida, 2005; Boschma & Fritsch, 2009). Another particularly interesting issue from a geographical perspective is that they are not evenly distributed across cities and regions (Boschma & Fritsch, 2009). According to Florida (2002), the creative class is especially attracted to places that are characterized by an urban climate with presence of certain social, economic and environmental factors. Three components were initially identified as characteristic of cities with ability to attract creative workers (Florida, 2005): tolerance, talent and technology (3Ts) A fourth component, the territory (a fourth T) was added later (Florida, 2010). It refers to social, cultural and equipment services located in cities.

The analysis of the attraction of creative workers to tourist destinations is still scarce, being some examples the study of the Spanish Mediterranean coast (González Reverté et al., 2016) and the analysis of Catalan tourist destinations (Olano et al., 2017). This contribution analyzes the regional distribution of creative workers in the municipalities of the Province of Buenos Aires, Argentina, to specifically study the role of tourist destinations in attracting them. The study area is composed by 110 municipalities of the province. They are all of the existing except the 24 municipalities of the Buenos Aires peripheral conurbation and the capital itself. The reason for not including them in the analysis is that because of their metropolitan condition, they have particular characteristics regarding the issue of the residential location of creative workers.

For the empirical work, descriptive statistics and simple and multiple regressions are used, based on the classification of creative workers in three different groups, creativity indicators and types of municipalities. To define them we take into account solutions derived from the work of other authors who have developed related empirical studies (Clifton 2008, Boschma & Fritsch 2009, Andersen et al 2010, Marlet & van Woerkens 2013, González Reverté et al 2016, Romero Padilla 2016, Olano et al 2017). The analysis introduces new elements to deepen the academic discussion about the attraction of creative workers to tourist destinations and, in particular, about singularities and trends observed in the urban system of the province of Buenos Aires.

ⁱ Universidad Provincial del Sudoeste – Argentina. Mail: lorebeier@gmail.com

ⁱⁱ Rovira i Virgili University – Spain. Mail: salvador.anton@urv.cat

ⁱⁱⁱ Universidad Provincial del Sudoeste - Universidad Nacional del Sur – Argentina. Mail: hvigier@upso.edu.ar

How Important is Tourism for Growth? A Panel Quantile Regression Approach

Theodore Panagiotidisⁱ, Maurizio Mussoniⁱⁱ, George Voucharasⁱⁱⁱ

This study investigates the Tourism-Led-Growth (TLG) hypothesis by employing a panel set of 116 countries for more than 20 years. Within a panel framework, we account for human capital, investment, trade openness and government expenditure. More than one definition of tourism is employed. We relax the assumption of symmetry and operate within a panel quantile regression framework that can quantify the effects of tourism for both richer and poorer countries. We model the entire conditional distribution of income and reveal that the poorer a country the more important is tourism for growth.

ⁱ University of Macedonia – Greece. Mail: tpanag@uom.gr Web page: <http://users.uom.gr/~tpanag/>

ⁱⁱ University of Bologna – Italy. Mail: maurizio.mussoni@unibo.it Web page:

<https://www.unibo.it/sitoweb/maurizio.mussoni>

ⁱⁱⁱ University of Macedonia – Greece. Mail: G.Voucharas@gmail.com

Do foreign tourists visiting South Africa suffer from money illusion?

Andrea Saaymanⁱ, Shina Liⁱⁱ, Alicia Fourieⁱⁱⁱ, Marco Scholtz^{iv}

Irving Fisher reported in 1928 that in economics money illusion is the tendency that people think of a currency in nominal rather than real terms. Since the most easily accessible attribute of money is its nominal presentation it is suggested that it will influence a person's perception and choice of a product or service (Svedsater et al., 2007).

There has been an upsurge in experimental research and recently a number of studies investigated money illusion in the context of different currencies, where studies mostly focused on the switch to the euro as primary currency to determine how consumers now perceive prices in Euro's versus currencies previously used in Europe (Gamble et al., 2002; Kooreman et al., 2004; Ranyard et al., 2005; Gamble et al., 2006). A study done by Raghbir et al., 2012 is a recent study that investigates how tourists convert and perceive prices in different currencies using students in a laboratory experiment assigning students to different countries and currencies. While one would have thought that tourists are a natural study area for money illusion, literature are mainly based on experiments in laboratories and studies on field experiments are limited.

This paper aims to contribute to the evidence on money illusion in different currencies amongst respondents who recently travelled to South Africa. This paper will furthermore determine whether international tourists to South Africa suffer from money illusion and whether their money illusion influence their pricing and purchasing behaviour of crafts. Especially relevant is that the study used multiple methods to determine if money illusion amongst tourists are present and to determine the significance of demographic factors on a tourist's money illusion.

ⁱ North West University – South Africa. Mail: andrea.saayman@nwu.ac.za Web page: <http://www.nwu.ac.za>

ⁱⁱ Li Sun Yat-Sen University- China. Mail: lishina@mail.sysu.edu.cn Web page: <http://www.sysu.edu.cn/2012/en/index.htm>

ⁱⁱⁱ North West University – South Africa. Mail: alicia.fourie@nwu.ac.za Web page: <http://www.nwu.ac.za>

^{iv} North West University – South Africa. Mail: marco.scholtz@nwu.ac.za Web page: <http://www.nwu.ac.za>

Modelling the snow sensitivity of winter tourism demand in Europe

Xiang Linⁱ, Martin Falkⁱⁱ

Many studies deal with the relationship between winter tourism demand and weather conditions (Damm et al., 2017, Falk, 2010, 2013; Falk and Lin, 2018; Töglhofer et al., 2011). The snow sensitivity of the tourist demand is the most important parameter of interest in these studies. Knowledge in the degree of the snow sensitivity of tourism demand is important because winter destinations are threatened by global warming.

Despite the large number of studies, there is no consensus on the link between tourist demand and snow conditions. Studies are difficult to compare because of different methods, different data sources and different time periods. In addition, the snow sensitivity of tourism demand is likely to decline over time due to various adjustment measures in the destinations concerned. This includes investments in snow-making systems, but also increasing offers of non-snow-dependent activities.

In this paper we replicate and test the robustness of the relationship between snow depth and domestic winter tourism demand. The model is based on a panel dynamic specification which also takes the cross-section dependency into account. If the cross-section dependency exists but is ignored, as indicated in Pesaran (2006), the least squares estimator is no longer consistent. Pesaran (2006) and Kapetanios, Pesaran and Yamagata (2011) show that the time-varying unobserved common factors can capture the cross section dependence and be approximately estimated by cross section averages of dependent and independent variables under strict exogeneity. By including these averages, the panel estimator, which is referred as common correlated effects (CCE) estimator, becomes consistent. However, if we consider a panel dynamic specification, the lag of dependent variable is not strictly exogenous. The CCE estimator becomes inconsistent. Chudik and Pesaran (2015) demonstrates that the augmented CCE estimator, which adds a certain number of lags of the cross sectional averages, gains consistency. Since the dynamic is in terms of autoregressive distributed lag (ARDL) in Chudik and Pesaran (2015), this augmented CCE estimator is referred as cross sectional ARDL (CS-ARDL). Chudik, Mohaddes, Pesaran, and Raissi (2013 and 2016) extend this approach to cross section distributed lag (CS-DL) model in which the long-run relation can be directly estimated.

This paper estimates the long-run relationship of a tourism demand function measured as domestic overnight stays with retail trade volume as a proxy of real income, CPI, and snow depth as explanatory variables. The tourism demand function is specified as a CS-DL model. The advantages of CS-DL model in comparison with CS-ARDL model, as indicated in Chudik, Mohaddes, Pesaran, and Raissi (2013 and 2016), include better small sample performance, robustness to the possible non-stationarity, robust to possible structural breaks and serial correlated errors. In addition, there is no need to specify optimal lags in CS-DL model. However, the CS-DL estimations of long-run coefficients are only consistent if no feedback effects occur. This would not be a problem for our study, since the effects of overnight stays, the proxy used here for tourism demand, on the national income, consumer prices and snow conditions are rather small and can therefore be ignored. Further note that the efficiency of CS-DL model deteriorates quickly if the sum of coefficients of lags of dependent variable in the ARDL model approaches

ⁱ Södertörn University – Sweden. Mail: xiang.lin@sh.se

ⁱⁱ WIFO – Austria. Mail: martin.falk@wifo.ac.at

1. Thus, we also estimate the CS-ARDL in order to make sure that the sum is less than 1.

This paper follows previous work but decisively expands the analysis by more disaggregated data for several European mountain regions. Currently, we consider domestic overnight stays for two mountain areas in Sweden (Jämtland and Dalarna), three regions in Norway (Oppland, Buskerud and Hordaland) and two provinces in Austria (Salzburg and Tyrol). The reason for the selection is that they all have extensive networks of weather stations close to the winter sports areas. We concentrate on overnight stays by residents and not by foreigners, as earlier studies show that they react more strongly to changes in snow conditions (Falk, 2013).

The period begins with the first year of collecting detailed information on overnight stays in 1970s. On average, we have 37 observations in the full sample. The data of overnight stays and snow depth are mountain area specific. The "seasonal" annual data is based on averages from December in previous year to March in the year that is referred to. The retail trade volume and inflation are country specific in the same time interval. We use the logarithms of overnight stays, retail trade volumes, CPI and snow depth. Thus the corresponding long-run coefficients represent the elasticities, respectively.

Our cross-section independence tests based on Pesaran (2004) show the evidence of cross section dependence of all variables. Thus, we have to take a consideration of cross section dependence when we proceed further tests and estimations. The second generation of the panel unit-root tests which take care of the cross-section dependence Pesaran (2007) show that log of overnight stays, log of retail trading volume and log of CPI are $I(1)$ and log of snow depth is $I(0)$.

Our CS-DL result based on whole sample shows that the mean group estimates of long-run coefficients are not significant for the retail trading volumes and CPI. Namely, income and price elasticities of winter tourism demand are not significant. Nevertheless, the long-run coefficient of log of snow depth, 0.29, is significant at 5%. This means that 1% increases in snow depth would lead to 0.29% increases in the winter tourism demands. However, the result based on a more recent subsample, starts from 1990 with 25 observations on average, provides quite different picture. Now the demand is merely sensitive to inflation. Snow depth is no longer a factor to influence winter tourism demand. We also check whether log of overnight stays are sensitive to the cross section average of snow depth. The result shows no evidence of any significance. This result is largely consistent to Falk and Lin (2018). Despite the concern of global warming, winter tourism demands seem becoming insensitive to the natural snow conditions in the mountain areas in our sample. This might be explained by installation of snowmaking facilities and other adaptation measures.

The main contribution of the paper is that we use the recently developed dynamic panel model (CS-DL) that takes care of cross section dependence and estimates directly heterogeneous slopes to study winter tourism demands. As our best knowledge, no such approach has been employed in winter tourism demand study. A beneficial advantage is that the CS-DL approach enable us to study with much shorter time span due to its better small sample performance. It is important because the large-scale installation of snowmaking facilities started two decades ago.

Tourism boom and economic inequity: Evidence from DSGE modeling

Hongru Zhangⁱ, Yang Yangⁱⁱ

The financial collapse of 2008 reversed the trend of income inequality that Iceland accumulated rapidly from the 1990s to 2007. The last few years have seen signs of improved income inequality, where the Gini index headed down from a peak of 29.6% in 2008 to 24.1% in 2016. Meanwhile, wealth inequality continues to grow in Iceland, to where the wealthiest 5% of the country owns 43.5% and the wealthiest 1% own 19.2% of all available assets in 2016. The reconciliation of improvement in income inequality and deterioration in wealth inequality in Iceland is a challenging issue for the academic community. The recent Icelandic tourism boom might be a reason reshaping the landscape of wealth distribution. It essentially offers some clues that the tourism boom pushes up the housing price (benefiting the wealthier) while reduces the wage premium of skilled labor (benefiting the poorer).

This paper aims to investigate the relationship between inbound tourism and economic inequality (income and wealth) along the recent boom in the Icelandic tourism sector. Iceland is experiencing a tourism boom, with tourist numbers growing annually on average by more than 20% since 2010. The number of foreign visitors more than quadrupled between 2010 and 2017, reaching 2.2 million. The surge in tourist numbers has boosted the economy, helping to unwind some of the impacts of the financial crisis. The question we want to address is that whether inbound tourism, while pulling Iceland out of the quagmire of the recent financial crisis, also contributes to the trend of economic inequality in Iceland over the last decade?

In order to capture the transmission channels through which inbound tourism affects the income and wealth inequality in Iceland, we construct a dynamic stochastic general equilibrium (DSGE) model enclosing three main economic decision-makers in the economy, namely the Icelandic households, entrepreneurs and foreign tourists. Foreign tourists consume a "tourism bundle" consisting of tourism goods (excluding accommodation) and accommodation as complementary to each other. Accommodation typically includes both hotel and recent highly appreciated private renting (e.g., Airbnb). Households are divided into two groups by their skill status. They consume, work, and live either in their own properties (skilled) or rented housing units (unskilled). The entrepreneur is the main supplier in the economy, producing both tourism and non-tourism goods, accumulating real estates and renting out to both households and tourists. The labor market features search and matching frictions across skilled and unskilled workers to model unemployment, and job-to-job flows between tourism and other sectors. The model is fully micro-founded with all three decision makers optimize intertemporally and interact to reach equilibrium in all markets when facing a naturally stochastic environment.

The mechanism of how the tourism boom contributes to the deterioration of wealth inequality works as follows. It starts with a high demand for short-term renting, accompanied by a surge in inbound tourism. This demand has been met partly by adapting some of the current stock of housing for rentals to tourists, which drives up the rental price. The profitability in short-term renting attracts the private sector to offer housing units that previously were solely occupied by local residents. Therefore, it withdrew

ⁱ Jiangxi University of Finance and Economics – China. Mail: zhanghongru@jxufe.edu.cn

ⁱⁱ Temple – United States. Mail: yangy@temple.edu

supply from the housing market, leading to a price increase in the real estate market. Since the surging of housing price normally benefits the wealthier class, the wealth inequality deteriorates.

The mechanism of how the tourism boom contributes to the improvement of income inequality works as follows. We assume the tourism sector, in general, acquires comparatively low-skilled workers. While low-skilled workers are only able to undertake simple tasks, high-skilled workers can undertake both complex and simple tasks. High-skilled workers may land in simple jobs (tourism sector) due to search and matching frictions, but they are able to find better jobs from on-the-job searching. The surge of inbound tourism imposes a higher demand for low-skilled workers while the supply might decline due to the loss of high-skilled workers. Both two pushes up the wage of low-skilled labor and reduce wage premium, improving income inequality.

Our results indicate that the recent Icelandic tourism boom can reconcile the situation of improvement in income inequality and deterioration in wealth inequality. The tourism sector is now the largest generator of export revenues for the Icelandic economy and any shocks to tourism could easily spill over to other sectors. This paper shows potential channels that the macroeconomic effects of such shocks could spread through the housing market and labor market, which calls attention to policymakers.

Public Policies, Tourism and Regional Development Induction: Empirical Evidence from a Brazilian Case

Guilherme Augusto Pereira Maltaⁱ, Diomira Maria Cicci Pinto Fariaⁱⁱ, Mariana De Freitas Coelhoⁱⁱⁱ

INTRODUCTION

The debate on tourism policy reinforces its capacity to promote regional development. However, to assess this statement, it is necessary to understand the cultural, environmental, economic and social effects of tourism activity derived from tourism policies. Also, the use of public assets necessary for the implementation and promotion of such policies deserves scientific research. According to Lopes, Tinôco & Souza (2011), academic research on Brazilian's public policies' evaluation is small and presents, mostly, weaknesses and inconsistencies regarding its methods and used analytical categories. The evaluation of public policies in tourism is a vast field of study that must be improved, and it is fundamental that researchers prioritize it.

In the last three decades, tourism in Brazil has presented a significant qualitative advance in its consolidation process and improvements in operational and planning procedures since the creation of the Ministry of Tourism in 2003 and the launch of National Tourism Plan (NTP). In particular, there is the Tourism Regionalization Program – Brazilian Routes, launched in April 2004, at the national level, based on the 2003-2007 National Tourism Plan (NTP). The strategy to define the 65 destinations that induce regional tourism development, prioritized by the NTP 2007-2010, in the state of Minas Gerais, Brazil, is the object of analysis of this paper. We discuss the context related to the 22 municipalities selected by the Minas Gerais Tourism Secretariat (SETUR-MG) at the time of the launch of this project (2008).

The Ministry of Tourism and SETUR-MG selected as municipalities "inducers of regional tourism development" those with the greatest potential for competitiveness and infrastructural and tourist conditions, capable of attracting and distributing a significant number of tourists to their surroundings, as well as to boost the economy of their territory. This notion indicates the prior understanding of the State about the regional tourist development as restricted to the binomial - generation of income and employment - achieved with the increase in the flow of visitors and foreign tourists.

This study aims to understand the effect of the design of inductive destinations for the participating municipalities, due to the absence of uniformity of this group regarding socioeconomic and tourist aspects. Therefore, we evaluate the behavior resulting from the tourism variables after the design of the inductive destinations, specifically the bonds with formal employment. Thus, the research question is: which of the different destinations, segmented by bandwidths of Gross Domestic Product (GDP) per capita,

ⁱ Universidade Federal de Juiz de Fora - Brazil. Mail: guilherme.malta@gmail.com Web page: <http://www.ufjf.br>

ⁱⁱ Universidade Federal de Minas Gerais – Brazil. Mail: diomiramaria@gmail.com Web page: <http://www.ufmg.br>

ⁱⁱⁱ Universidade Anhembi Morumbi – Brazil. Mail: marifcoelho@gmail.com Web page: <https://portal.anhembi.br/>

present better use of the project? What factors influence whether some inducing destinations benefit more than others?

METHODOLOGY

The methodological course is qualitative-quantitative. The qualitative step seeks to understand the factors which influenced a better exploitation of the 65 inductive destinations' political project. We researched the theoretical background on the relationship between tourism, public policy and economic development, the history of politics and the development, poverty and tourism concepts which were unique to its political and economic goals and beliefs. Our main result was the clear orientation of Brazilian tourism policy for economic purposes. Therefore, we approached adequate theories with this orientation.

As for the quantitative analysis, we used STATA 12 statistical software for a descriptive analysis of the means of tourism indicators (formal jobs). We choose formal jobs because it was the variable which had a direct influence on the design of the inductive destinations.

We collected on the database of the Annual Report of Social Information (ARSI), available on the website of the Brazilian' Labor Ministry, regarding the attributes considered for the total number of employees in the tourism activities, weighted by the number of formal occupations provided by the Labor Market Information System in the Tourism Sector).

Due to the expressive diversity of profiles of the municipalities selected by the design of the inductive destinations, we agreed to classify them according to the quintile (divided into five bandwidths) of GDP per capita. We adopt the GDP quintile due to the interest in unifying the inducing municipalities in bandwidths, once they presented various socio-economic profiles and distinct tourism relevance to the local economies.

Therefore, we proposed two opposite hypotheses: a) the richest inducing municipalities are endowed with greater economic strength and better infrastructure; consequently, they would benefit better from the inducing destinations project; b) poorer inducing municipalities which generally present underperforming indicators have a higher growth margin.

THEORETICAL FOUNDATION

Tourism, in essence, is a complex activity involving human and socio-spatial relations, as well as various economic sectors and conflicting interests. The formulation of public policies which help to increase tourism is the usual mean to guarantee its development in a socially fair way. In general terms, tourism policy is related to cultural and ideological values, to the political environment and to institutional structures, as well as reflecting the tendencies and concerns related to the context of its elaboration (Hall, 2001).

Concerning the evaluation of the impact of public tourism policies on the promotion of regional development, several authors agree that tourism can promote economic development in diverse regions of the world (Archer, 1995, Durbarry, 2002, Castro, Molina & Pablo, 2013, Fletcher & Archer, 1991, Hall & Jenkins, 2004, Sinclair, 1998, Uysal & Gitelson, 1994, West, 1993). Tourism is considered an economic activity with the potential to stimulate global economic growth due to its complementarity features with other economic activities, its contribution to the Gross Domestic Product (GDP), jobs

generation and foreign currency attraction (Cárdenas-García, Sánchez-Rivero & Pulido-Fernandes, 2015:207).

The role of tourism policy and its scope vary according to the needs and objectives of each locality. Tourism, in the political sphere, is seen as an integral part of a general economic development plan, that is, as part of an integrated development strategy (Simões, 1993; Rodrigues, 1997, Taba, 2003, Rabahy, 2003).

Regarding how public policy affects the development of tourism, the earliest studies mainly emphasized theoretical analysis (Deng; Hu & Ma, 2019). Pearce (1998) and Vernon (2005) focused on the role of government in promoting tourism development, selecting institutional modes, formulating policies and promoting cooperation between the public and private sectors, respectively. Different theoretical perspectives related to the thematic point that public policy generally influences the development of tourism (Deng, Hu, Ma, 2019, Dredge, 2006, Alipour and Kilic, 2005).

From the application of econometric methods in tourism research, there is an expansion of empirical research on how politics influences tourism and the evaluation of the impacts of tourism policy in the territory. An example is an analysis by Gülcan, Kuştepelı, and Akgüngör (2009), who use an econometric method to examine the effect of public investment on the value added of the tourism industry. The results show that public policies significantly promote the development of tourism. Deng, Hu & Ma (2019) analyzed China's Western Development Strategy (WDS), as responsible for substantial differences in political environments for tourism development. A discontinuity regression method explores the causal effect of WDS on tourism by comparing treated and untreated municipalities close to the geographical boundary of the WDS. The authors demonstrate that the WDS strategy had a significant positive effect on tourism development in western China. Finally, the study of the impact of public policies on tourism is still underestimated, it is essential to promote studies in countries with tourism increase potential such as Brazil.

DISCUSSION AND RESULTS

As a result of the Brazilian case, we observed that the inducing municipalities which benefited most from the policy were those with municipal tourism expenses, albeit minimal; as well as a better institutional political apparatus, the existence of a significant private initiative, an organizational structure more suited to the consolidation of the activity and a structured economic environment. Results evidence that the project worked better for those who actually "live" the tourism, and therefore, in refuting the mentioned hypotheses, the socioeconomic level was not necessarily decisive in the performance of the inductive destinations in the analyzed indicators (formal jobs).

The study, therefore, contributes to the tourist literature in three aspects. First, it rescues the discussion about the relationship between tourism policy and its development, focusing on the analysis of the effect of the political project of the inductive destinations in the participating municipalities. Secondly, based on secondary data, the research uses empirical evidence to evaluate the factors that influence the better use of a tourism policy project by the destinations, considering the significant difference (socioeconomic and tourism) between them. Third, the methodology used to organize the inductive destinations in quintiles of GDP, the descriptive analysis of the means of tourism indicators (formal jobs) and the construction of two related hypotheses, enriches the methods of evaluation of public policies in the area of tourism.

FINAL CONSIDERATIONS

The organization of the inductive destinations per quintile of GDP per capita evidenced the profound heterogeneity regarding the socioeconomic profiles and the participation of tourism in the local economy. Further, this study clarifies that the inducing municipalities which benefited most from the policy were those which had public expenses - albeit minimal - with tourism, in addition to an organizational structure more adequate to the consolidation of the activity. Therefore, according to the hypotheses above, the socioeconomic level was not necessarily decisive in the performance of the inductive destinations in the analyzed indicators.

Impacts of tourism and development of sustainability indicators with participation of the local community: The case of Autonomous City of Buenos Aires

Daniela Thiel-Ellulⁱ, Yazmín Abrahamⁱⁱ, Micaela Groosⁱⁱⁱ, Federico Esper^{iv}, Silvina Di Giano^v

Sustainability is one of the main challenges to be achieved by territories, arousing major interest among scientists and politicians since the late 1980s. Tourism is an economic activity dependent on the territory and the quality of its attractions (OMT, 2010). Despite this, there is still too little knowledge about the situation of many tourist spaces with regard to their sustainability.

In the academic field, the importance of the measurement of sustainability in tourism has been enunciated for years by several authors, such as Butler (1999) who states that "without indicators, the use of the term sustainability has no meaning" and that "without measurements, it is impossible to decide if one is moving towards the sustainability of tourism or moving away from it". In a similar way, Ko (2005) states that "if sustainability is one of the main objectives of the tourism industry, it is necessary to measure it" and Sancho et al. (2005: 40) also state the "importance of establishing an instrument that helps municipal managers to know at all times and in a systematic and objective manner the degree of sustainable tourism development". In this way, this subject has been focusing the interest of various academics and research groups from different countries, emerging concrete proposals from Argentina (Sánchez et al., 2009, Pascale and Arocena, 2009, Rodríguez, 2009, Nacif, 2016), Spain (Ivars et al., 2001, Sancho et al., 2001, Blázquez et al., 2002, Sánchez and Pulido, 2008, Navarro and Solís, 2009, Murray et al., 2010, Blancas Peral et al., 2010, Thiel Ellul, 2014; Cordero Fernández, 2017, Torres-Delgado and López Palomeque, 2018); and from all over the world (Miller, 2001, Ko, 2005, Salinas et al., 2008, Castellani and Sala, 2010, Camacho Ruiz et al., 2016, Önder et al., 2017).

The Autonomous City of Buenos Aires (CABA) is the main urban tourist destination of Argentina. The development of this activity mostly takes place in some neighborhoods of Buenos Aires, such as La Boca, Recoleta, San Telmo, Montserrat, San Nicolás, Puerto Madero and Palermo, among others. Tourism in these neighborhoods is the object of study of the project in which this paper is framed and, in particular, how the activity impacts on a serie of social, cultural, economic, environmental and political aspects and condition sustainability in their respective Communes.

ⁱ Universidad Nacional de San Martín, Escuela de Economía y Negocios, Centro de Investigación y Desarrollo del Turismo – Argentina. Mail: dtellul@unsam.edu.ar

ⁱⁱ Universidad Nacional de San Martín, Escuela de Economía y Negocios, Centro de Investigación y Desarrollo del Turismo – Argentina. Mail: yabraham@unsam.edu.ar

ⁱⁱⁱ Universidad Nacional de San Martín, Escuela de Economía y Negocios, Centro de Investigación y Desarrollo del Turismo – Argentina. Mail: micaeladenise@live.com.ar

^{iv} Universidad Nacional de San Martín, EEyN; Ente de Turismo de la Ciudad de Buenos Aires – Argentina. Mail: federicoesper@gmail.com

^v Ente de Turismo de la Ciudad de Buenos Aires – Argentina. Mail: silvinadigiano@gmail.com

The general objective of this paper is to analyze the impacts of tourism development in one of the main Communes and neighborhood of the Autonomous City of Buenos Aires - from the point of view of the tourist influx- and to construct indicators to measure their impact on urban sustainability under a participatory approach. Specifically, Commune 1 and San Telmo neighborhood have been selected as the first case study. In short, it is intended to generate mechanisms of participation that empower the actors at the community level in order to contribute to the sustainable development of their territories.

We propose a research methodology based on the investigation, analysis and systematization of diverse sources of information and on participatory methods with consultations, interviews and surveys to different social actors. For this purpose, firstly, the areas of greatest tourist influx within the Commune and the selected neighborhood are delimited and a map of actors is identified. Subsequently, quantitative and qualitative sustainability indicators are defined, taking as reference previous case studies (OMT, 2005, Balagué i Canadell and Navinés Badal, 2012, Thiel Ellul, 2014, European Union, 2016, Cordero Fernández, 2017) and their adaptation to the City. Finally, these indicators are estimated, using available statistics generated by public agencies of the City of Buenos Aires (for example, information from the Tourist Intelligence System of the Tourism Observatory of the Tourism Entity, Ministry of Culture, Ministry of Urban Development and Transport, Ministry of Economy and Finance, etc.), other institutions (INDEC, SECTUR, Associations) and through fieldwork.

The study is in its development stage. The early results show that to develop as a sustainable urban tourist destination, it is important that it has been sustainable as a city before, that is, for its local population (Gandara, 2014). To that end, it is essential to have measurements that take into account their perspectives. Traditionally, the measurement of tourism has focused on the basic aspects of the activity (number of visitors, market profiles, length of stay, thematic surveys, etc.). Nowadays, with the support of Big Data techniques, the Tourism Observatory of the Tourism Entity of CABA has begun to generate valuable information to monitor tourism activity from different aspects and with greater precision. Therefore, the integration with other data from the holistic vision of destination sustainability - allowing to measure the impacts generated by tourism in the social, environmental and economic sphere - and counting on local participation is fundamental. In this way, the development of indicators will help decision makers to generate policies that point to the long-term sustainability of this tourist destination (integral perspective). At the same time, it provides tools for management and achieves a greater commitment of the local community by making it a participant in its development.

Forecasting Tourist Arrivals in European Countries Using Spatiotemporal Autoregressive Models

Xiaoying Jiaoⁱ, Jason Li Chenⁱⁱ, Gang Liⁱⁱⁱ

Given the rapid development of the tourism industry and the perishable nature of tourism related goods and services, accurate tourism forecasting becomes increasingly important and attracts much attention from both academics and practitioners. A main focus has been put on developing new and innovative models to increase the forecasting accuracy. Spatial econometrics remains to be a popular research area in the general field of econometrics, and has been applied in many different fields of research including tourism. However, applications of spatial econometrics in tourism demand forecasting are still rare, with the only two exceptions (Yang and Zhang, 2019; Wen and Song, 2018). These studies only used global spatial models and local estimation of spatial models has never been used in any tourism demand forecasting study. This study fills the gap by using both global and local forecasting models, the latter of which allows for different parameters and specifications for different regions to reflect both spatial heterogeneity and spatial spillover in forecasting international tourism demand. A simple local spatio-temporal autoregressive model can be expressed as follows (Li et al., 2016):

$$U(i)Y_t = U(i)\tau Y_{t-1} + U(i)\rho WY_{t-1} + U(i)\mu + U(i)\epsilon$$

Here $U(i)$ denotes an $N \times N$ diagonal spatial weight matrix assigning one to region i 's neighbors within the sample and 0 to other regions; $U(i)$ extracts the whole sample into a sub-sample for region i ; Y_t denotes an $N \times 1$ vector of tourist arrivals at time t ; W is a spatial weight matrix; μ denotes the spatial fixed effect; τ and ρ are parameters to be estimated and ϵ is the error term.

This study uses annual data of international tourism arrivals to 42 European countries for the period of 1995-2016. The data are collected from the United Nations World Tourism Organization. The forecasting performance of the proposed global and local models will be evaluated against three benchmark models including ARIMA, naïve, and exponential smoothing models. The forecasting accuracy is measured by the mean absolute percentage error (MAPE) and the root mean squared error (RMSE). Besides, the global and local forecasting results are also compared between each other to see if unique parametrizations and specifications for different countries improve the forecasting performance. Furthermore, for each country, direct, indirect, and total spatial effects are calculated and their role in improving the forecasting accuracy is investigated as well.

ⁱ University of Surrey – United Kingdom. Mail: x.jiao@surrey.ac.uk

ⁱⁱ University of Surrey – United Kingdom. Mail: l.chen@surrey.ac.uk

ⁱⁱⁱ University of Surrey – United Kingdom. Mail: g.li@surrey.ac.uk

The economic rationale for government intervention to reduce seasonality: importance-performance analysis (IPA) for the hotel industry in Mallorca

Javier Rey-Maqueiraⁱ, Javier Lozanoⁱⁱ, Francisco Sastreⁱⁱⁱ

The measurement, the causes, the implications and even the responses to the tourist seasonality have been deeply analyzed in the literature. However, although in general, the literature supports the idea of costs associated with seasonality, empirical evidence shows the scarcity of results in the reduction of it. In addition, in numerous strategic documents points out that seasonality is one of the main weaknesses of the tourism industry due to its implications for economic, social, labor and environmental implications. Indeed, among the main motivations of these documents is the lack of results in the mitigation of seasonality and emphasizes the need for its reduction as a priority to increase the competitiveness of the tourism industry. So, why, despite the supposed relevance of the problem, is there a lack of significant results in many destinations in the reduction of seasonality?

As shown in different works in the roots of seasonality there are generally exogenous causes to the destinations (climate, institutional / cultural / social factors of the markets of origin, ..). However, there are indications that some market failures in destinations may exacerbate seasonal patterns. First, in many destinations considerable efforts have been devoted by the public sector to mitigate seasonality. This confirms what was previously mentioned by the strategic documents in which it points to seasonality as socially unsatisfactory. Second, efforts have not focused mainly on the causes of seasonality. Basically they have been oriented to the reorganization of resources: creation of new products, attraction of new markets or provision of public goods such as festivals, events or infrastructures.

To try to answer the question about whether they are mainly exogenous restrictions to destinations or is the possible influence of policies a basic explanation in the lack of significant results in the reduction of seasonality we follow the principles in "The Economic Rationale for Government intervention" applied to the case of seasonality (Blake & Sinclair, 2007).

Importance-Performance analysis (IPA) is the quantitative methodology that we propose to empirically evaluate the role of policies related to tourism seasonality. Since the work of Martilla and James (1977) this methodology has been widely used by tourism researchers (Lai, Hitchcock, 2015). It is a simple instrument that allows analyzing the degree of satisfaction of the respondents in relation to certain attributes on which they must also assess their importance. Although in general, this methodology has been applied to different business segments such as hotels, restaurants, spa. Palaces of congresses, ... etc., Its use has been significantly extended to other components of the offer and to the tourist destinations themselves. In this way, since the work of Evans and Chon (1989), the IPA has been used to analyze the formulation and evaluation of

ⁱ University of the Balearic Islands – Spain. Mail: javier.rey@uib.es

ⁱⁱ University of the Balearic Islands – Spain. Mail: javier.lozano@uib.es

ⁱⁱⁱ University of the Balearic Islands – Spain. Mail: fsastre@uib.es

tourism policies. In the present study we will use this instrument, as far as we know for the first time, in the evaluation of policies related to the tourist seasonality.

In vino feracitas! Efficiency of wineries in and out of Sardinia's wine routes

Claudio Detottoⁱ, Sauveur Giannoniⁱⁱ

The interest of travellers in wine tourism has been steadily increasing since the 1990s. Consequently, many regions around the world have adopted a variety of policies intended to promote eno-gastronomic tourism. In Sardinia (Italy) this form of tourism has shown a significant upward trend, and today provides a valuable opportunity to rural and often vulnerable inland communities to boost and diversify their economic structure. To encourage this type of tourism, in 2009 the Regional government identified some historic territories of the island and implemented the "wine routes programme" (WRP). These territories were selected according to their importance for growing local grape varieties and showcasing vineyards and winery establishments. The mandate of the routes was to create value around the local viticulture traditions, by sustaining the production of quality wines and by guiding visitors to the discovery of local produce, heritage landmarks and various expressions of the country's popular culture. Since winemakers play a pivotal role, the impact of the WRP on the performance of wineries is of paramount importance to achieve the final goal. To assess the impact of the WRP on the performance of local producers we carry out a controlled before-and-after study, taking the wineries within the wine routes areas as the treated units and the rest of the population as the untreated or control group. The performance of wineries is captured by the scores of a data envelopment analysis (DEA) over the time span 2004-2012. Findings reveal that the WRP increased the technical efficiency of wineries

ⁱ University of Corsica – France. Mail: detotto_c@universita.corsica Web page: <https://sites.google.com/site/clauidetotto/>

ⁱⁱ University of Corsica – France. Mail: giannoni_s@univ-corse.fr Web page: <http://umrlisa.univ-corse.fr/spip.php?article181>

Tourism Economics in Brasil and the Federative Units: an estimative of the value added for the years 2010 to 2015

Caio César Soares Gonçalvesⁱ, Diomira Maria Cicci Pinto Fariaⁱⁱ, Tatiana De Almeida Pires Hortaⁱⁱⁱ

Tourism, due to its particularities and multidisciplinary, can be analysed and conceptualised from several perspectives. The generation of significant impacts in different economic sectors means that the analysis of this activity over the economic viewpoint is an essential form of study and instigates the need to measure tourism activity.

There are numerous relationships between tourism and the economy. The characterisation of tourism as an economic activity occurs for many reasons, among them the fact that the displacement comprises expenses and revenues, and mainly because tourism activities generate wealth through a production process, a typical characteristic of economic activity.

Therefore, the area of study of tourism that analyses the impacts of tourism activity from an economic approach and understands how tourism impacts a locality based on theories and knowledge from the economic sciences it's called Tourism Economics.

The calculation and measurement of these impacts become challenging for the researchers, since, in addition to the lack of information that pervades the entire service sector in general, the tourism activity is made up of several sectors, which makes it necessary to define of the activities that make up this segment, called Tourism Characteristics Activities (TCA).

In Brazil, the classification of economic activity officially adopted by the National Statistical System and by the registers and records of the Public Administration is the National Classification of Economic Activities (CNAE). The Brazilian Institute of Geography and Statistics (IBGE), in its study on tourism in Brazil, reconciled the Tourism Characteristics Activities with the CNAE in its most recent version (2.0) (IBGE, 2012).

From the determination of the TCA, it becomes possible to obtain the value added of them, that is, how much they add in the Gross Domestic Product (GDP) of an economy. The result found, when compared to the total produced internally in the analysed economy, will indicate the size of the tourism economy.

According to data released by the World Travel & Tourism Council (WTTC) in 2017, the tourism sector accounted for approximately 10,4% of the world GDP and is responsible for generating one in ten jobs, corresponding to about 9,9% totals (WTTC, 2018). At the national level, according to data released by the WTTC, this time to 2016, the total contribution of tourism was 152 billion dollars, corresponding to approximately 8,5% of Brazilian GDP and 7,8% of jobs country totals (WTTC, 2017).

The objective of this article was to evaluate the evolution of the Tourism Characteristics Activities (TCA) in Brazil, between 2010 and 2015, through estimates of value added,

ⁱ Fundação João Pinheiro – Brazil. Mail: ccsgonc@gmail.com Web page: <https://sites.google.com/view/caiogoncalves>

ⁱⁱ Universidade Federal de Minas Gerais – Brazil. Mail: diomira@uol.com.br

ⁱⁱⁱ Universidade Federal de Minas Gerais – Brazil. Mail: tati.almeidaph@gmail.com

volume and price indices for the Brazilian Economy, disaggregating by Federative Units (UF).

The methodology of the present article can be divided into two moments: bibliographical review and estimates to determine the value added of the tourism (VAT) for the federative units based on secondary information. For this task, a search for articles and published works on the subject was carried out, with the purpose of finding out which were the methodologies of calculation adopted by the authors and the results found, to create a panorama of the research situation concerning the Tourism Economics in Brazil.

In order to carry out the estimates of the VAT, in the first moment the database of the Annual Social Information Ratio (RAIS), from the period 2010 to 2015, was used for the wage mass of the following groups of economic activities of interest in these studies: (i) transport, storage and mail; (ii) accommodation and food services; (iii) professional, scientific and technical, administrative and complementary services; (iv) arts, culture, sport and recreation and other service activities.

Next, we selected the values of the wage mass found for the economic activities of these groups, at the subclass level, belonging to the TCA. In this way, it was possible to know the participation of TCA in each respective group, that is, the weight of each TCA, based on the ratio of the wage mass of the TCA to the total wage mass of its specific group.

In a second moment, to determine the size of the tourism economy in each federative unit (UF), the National and Regional Accounts database of the IBGE was used, using the gross value added of each economic group and applying the weights of the TCA. Therefore, it was obtained the value added for each TCA in each Brazilian federative unit. The sum of then results in the value added of tourism of the region.

Aiming to determine the added value of tourism for the country, we opted for a bottom-up approach, in the sense that the sum of the calculation performed for each UF constitutes the added value of tourism to Brazil.

It is worth mentioning that the procedure reported above was applied to current values, with no information on constant values, volume and price indices. Assuming that the behaviour of the volume of the tourist activity group is the same as the activity group with the highest aggregation level that generated it, it will be possible to obtain the constant values and the price indices. Through this hypothesis about the volume indexes, it is possible to obtain the Value Added of Tourism at the constant price and to obtain the price index implicitly.

The evaluation of the measurement method was supported by studies that also constructed time series for the value added of tourism. The total value added for tourism presented a positive approach, and the trend analysis of the historical series used in IBGE's tourism economics studies also corroborates the results shown here. However, the use of the state of Minas Gerais as a control revealed that the values of this methodology are not in line with those found in the literature for specific groups of arts, culture and leisure and administrative and complementary tourism services.

As a result, Brazil recorded an added value of tourism in 2015 of approximately R\$ 168,5 billion with a real decrease compared to the previous year of -5,99%. São Paulo, Rio de Janeiro and Minas Gerais accounted for 54% of this value, and the top seven in the ranking of the highest added values of tourism, the states in South and Southeast (except for Espírito Santo) is represented together with Bahia. The sharp fall in the last year of the calculated series accompanies the behaviour of the national economy in the

year 2015. When comparing tourism with other activities (agriculture, industry and non-touristic services), in the case of Brazil, tourism represented 3,21% of total value added (VA) in 2010 and grew every year, reaching 3,45% in 2014. However, it had a decrease, and in 2015 represented 3,27% of the VA of the country.

Accommodation and food services showed an increasing participation trend and currently exceed 50% of the value added to UF tourism. There was also a tendency in the Southeast region to have greater participation in the transportation sector in its internal structure of tourism when compared to other states, and a higher proportion of the cultural group to the states of Ceará, Pará and Mato Grosso do Sul. It was possible to perceive that in some states, tourism surpasses agriculture and even manufacturing.

In the analysed period, it was possible to observe that tourism activity in the country grew at considerable rates in 2011 and 2012, 5,12 and 4,31%, respectively. However, it declined in the following year (-0,26) and increased again in 2014, the year of the World Cup in Brazil. In contrast, in the year 2015, a sharp drop of -5,99% reversed the picture. Regarding the behaviour of prices, the change was 13,71% for 2013, when compared to the previous year, and since then began a downward trend, reaching 4,93% in 2015.

The main contribution of the article is the possibility of using the methodology proposed in the measurement of the economic impact of a set of sectors that compose a given activity, as in the case of tourism, using databases of public institutions and allowing a comparability of the results between the 27 federative units, for a recent period (2010 to 2015). It is worth mentioning that the proxy mass wage used to estimate the value added can be indicated for use when it comes to tourist transport and especially when it comes to accommodation and food services, but still deserves more discussions about its use in other groups tourism.

It is expected that the present study will make it easier to compare the size of the tourism economy in the Brazilian Federative Units since it is a unified methodology. Thus facilitating its use and can collaborate with diagnoses, policies and actions of improvement and maximisation of the benefits of the tourist activity for the country, in addition to drawing attention to the continuity of this measurement by the official bodies at the national and regional level.

Behavioral economics applied to quality choice of tourism services: an experimental study on the option framing effect

Veronica Feder Mayerⁱ, Glauber Eduardo de Oliveira Santosⁱⁱ, Osiris Ricardo Bezerra Marquesⁱⁱⁱ

Introduction

Travel agencies are usually able to sell highly flexible arrays of tourism services. Therefore, travel agencies are bound to suggest one particular combination of services as a starting point for the final array choice of the consumer. From this starting point, consumers can decide both on the addition or exclusion of services, and on the quality levels of these services. The particular combination of services of the suggested array can influence consumers' choices. Hence, selecting an optimal combination is essential for travel agencies performance.

Some time ago it was usual to assume that this sort of issue was not relevant since consumers would behave rationally and choose the best combination of products, regardless of the combination of the suggested array. However, evidence from behavioral economics have systematically shown that individuals are susceptible to a number of heuristics and biases (Samson & Loewenstein, 2014; Tversky & Kahneman, 1974, 1981). People are loss avert, so as the reaction to loss is more extreme than the response to gain. The pain from a loss of a certain amount is greater than the pleasure of gaining the same amount. Moreover, in order to make decisions, people evaluate possible gains and losses according to a reference point. Hence, the suggestion of a particular reference point on the presentation of a problem may change the perception from gain to loss or vice versa, affecting individual responses. Therefore, the particular composition of the array of services suggested by travel agencies can lead to different chosen arrays.

Option framing is the selection of one among different possible presentation forms of arrays of options. This term is mostly used in circumstances where consumers may add or delete items from a set of alternatives provided by the seller. The additive framing is when an array of products is presented in a basic version which can be improved by including one or more items; the subtractive framing is when an array is offered in a complete version which can be shrunk by the exclusion of items (Biswas, 2009; Biswas & Grau, 2008; Herrmann, Hildebrand, Sprott, & Spangenberg, 2008, 2013). Jin, He, & Song (2012) offer a slightly different meaning for the term, extending the idea to tourism services where consumers may upgrade to more sophisticated options or to downgrade to more simple ones.

Research evidence has shown that consumers tend to select arrays of products that are more expensive when they start from more complete or sophisticated starting points. The option-framing effect can be explained by the loss aversion and anchoring since the starting point suggested by the seller can be taken as an anchor from which to evaluate gains and losses (Biswas, 2009). Therefore, in the add/upgrade framing, the perceived gain of a superior array of products is not so large as the loss of an inferior array of products in the delete/downgrade framing (Park, Jun, & Macinnis, 2000).

ⁱ UNIVERSIDADE FEDERAL FLUMINENSE – Brazil. Mail: vmayer@gmail.com

ⁱⁱ University of São Paulo – Brazil. Mail: glauber.santos@usp.br

ⁱⁱⁱ UNIVERSIDADE FEDERAL FLUMINENSE – Brazil. Mail: osiris.marques@gmail.com

Considering the relevance of this matter to both tourism theory and practice, and the lack of studies concerning option framing in tourist decisions (Jin et al., 2012), this paper aims to examine the option framing effect and the moderating influence of cognitive demand on the composition of suggested arrays of services at travel agencies. Two experimental studies conducted with Brazilian tourism consumers are presented in the following.

2 Experiment 1

The first experiment tested the central hypothesis of the option framing effect in the choice of a tourism services array. It was expected that tourists chose more expensive items when the seller suggests a superior tourism services array that can be downgraded (downgrade framing) as compared to when the starting point of the choice problem is a basic array of tourism services that can be upgraded (upgrade framing).

To test this hypothesis, we conducted an experimental between-subjects study with a sample of 217 Brazilian tourism consumers. The experiment was conducted in May 2018 at Santos Dumont airport, in Rio de Janeiro city. Subjects were residents of Rio de Janeiro and São Paulo states and had taken at least one inter-state leisure trip over the last 12 months. The experiment was presented on a tablet handled by the participants.

Participants were asked to choose the composition of an array of services of a seven-day trip to the city of Salvador, in the State of Bahia, a popular leisure destination in Brazil. This array would include air ticket, lodging, meals, airport-hotel transfer, and travel insurance services - the latter four services could be upgraded/downgraded. In the upgrade condition, the initial package had a value of R\$ 2,700 and could rise to R\$ 4,060 if all four services were upgraded from the basic version to the superior one. Symmetrically, the downgrade condition had the initial cost of R\$ 4,060 and could fall down to R\$ 2,700 if all four services were downgraded from the superior version to the basic one. The price difference between the basic and the superior hotel was R\$ 910, meals R\$ 270, transfer R\$ 100 and travel insurance R\$ 70. These values are similar to real prices in Brazil. Brief descriptions of each service level followed an illustrative picture. Independently of the framing, participants had to click on their chosen option in order to avoid the status quo bias.

2.1 Total price

In the upgrade framing, the average price of the service arrays chosen by subjects was R\$ 3,125.32, while in the downgrade framing the average price was R\$ 3,261.32. The difference of R\$ 136 (4.4%) is statistically significant ($t = 2,034$; $p = 0,043$). Therefore, the analysis of the average total price provides support for the option framing hypothesis.

2.2 Choice of the most expensive option

Although 'total price' is generally considered a valid dependable variable for testing the option framing effect, it may not be the best one where the characteristics and prices of the options are different. It seems likely that the choice of a hotel follows a different process than the choice of a travel insurance. Thus, the option framing effect can have distinct importance to each service. Moreover, some services have a larger participation on price differences than others. In our experiment, the hotel upgrade represents 67% of total possible price rise. Hence, the analysis of total price focus on something like a weighted mean of diverse levels of the framing effect, but with incidental weights.

A more robust test of the option framing hypothesis takes the choice of the most expensive option as the dependent variable. In this perspective, each participant provided four observations of the same dichotomous dependent variable. This choice was analyzed with the help of a binary logit panel model (Baltagi, 2008; Mitchell & Chen, 2005). The main explanatory variable was a dummy indicating the downgrade scenario. The four different services were represented by three dummy variables. A random effect was included in order to handle correlation between observations from the same subject.

Results (Table 1) show that the main effect of option framing is marginally significant ($z = 1.83$; $p = 0.067$). A coherent pattern of estimates concerning each service was found: the higher the price difference, the lower the propensity for choosing the most expensive option. The parameter σ^2 is the panel level variance component and ρ is the proportion of its contribution to the total variance. The significance of the test $\rho = 0$ ($p = 0.000$) indicates that the correlation between observations of the same individual contributed to the adjustment of the model.

Table 1 – Model estimates of Experiment 1

Variable	Coefficient	Std. Err.	Z	P> z
Downgrade	.375	.205	1.83	0.067
Hotel	-.832	.223	-3.73	0.000
Meals	-.653	.219	-2.98	0.003
Transfer	.535	.213	2.51	0.012
Travel insurance*				
Constant	-.768	.347	-2.21	0.027
σ^2	.970	.145		
ρ	.222	.052		

*Reference group

3 Experiment 2

Previous research has shown that people under high levels of cognitive demand are forced to rely on intuitive rather than analytical information processing. When preoccupied with a parallel secondary task, people draw conclusions about the stimuli through intuitive or heuristic reasoning rather than by thoroughly processing the available information (Biswas & Grau, 2008; Gilbert et al., 1991). Hence, when there is high cognitive demand, and there are low cognitive resources available for information processing, there may be greater susceptibility to biases like the framing effect (Biswas, 2009; Shiv & Fedorikhin, 1999). According to this, it is reasonable to expect that under higher cognitive demand, the option framing effect will be stronger than under low cognitive demand.

On the other hand, there is also evidence that the framing effect is stronger when decisions are made in an experiential processing mode, that is, when consumers are mainly considering experiences and emotions related to the choice (Biswas, 2009). Therefore, when decisions involve a leisure trip, a category of consumption strongly dominated by the search for experiences and emotions, even under low cognitive

demand there would be a natural tendency to intuitive and heuristic reasoning. Thus, there could be no difference in the magnitude of the framing effect between low and high cognitive demand [interaction between framing and cognitive load].

The goal of Experiment 2 was to examine whether there is a moderating effect of cognitive demand on the option framing effect when consumers are choosing services of a leisure trip. The null hypothesis was that the option framing effect is larger when individuals are under a higher cognitive load than when they are under a lower cognitive load. The alternative hypothesis was that there is no moderating effect since leisure tourism is emotional and experiential.

Experiment 2 implementation followed the same definitions of Experiment 1. A sample of 344 subjects participated in November 2018. The design was 2 × 2 (framing [upgrade, downgrade] × cognitive load [low, high]) between-subjects. The choice scenarios were identical to those of Experiment 1. Cognitive load was manipulated following Biswas & Grau (2008) and Biswas (2009). Before the start of the experiment, respondents were asked to memorize a two-digit number (low cognitive load), or a six-digit number (high cognitive load).

3.1 Total Price

The average total price of the chosen array of services was analyzed by a 2 × 2 ANOVA. Participants tended to choose arrays with a total price R\$ 290 higher in the downgrade scenario than in the upgrade scenario. This difference represents 21% of the total possible price difference between the most simple and the most sophisticated array of services. The difference was highly significant ($F = 31.218$; $p = 0.000$), providing support for the option framing hypothesis. The interaction between option framing and cognitive load was not significant, ($F = 0.058$; $p = 0.810$), leading to the rejection of the null hypothesis and providing support for the alternative hypothesis. In other words, there was no evidence of the moderating effect of cognitive load on the option framing effect.

3.2 Choice of the most expensive option

As in Experiment 1, a binary logit panel model was employed to analyze the choice of the most expensive option as dependable variable. Results (Table 2) show that the downgrade variable has a positive and significant effect ($z = 31.218$; $p = 0.000$), providing support for the option framing hypothesis. On the other hand, the interaction between downgrade and high cognitive load [moderating effect of cognitive load] was not significant ($z = 0,78$; $p = 0,435$), indicating that the cognitive load does not moderate the option framing effect.

Table 1 – Model estimates of Experiment 2

Variable	Coefficient	Std. Err.	z	P> z
Downgrade	.564	.210	2.69	0.007
High cognitive load	-.286	.210	-1.36	0.173
Downgrade*High cognitive load		.230	.295	0.78 0.435
SERVICE1	-.834	.170	-4.90	0.000
SERVICE2	-.561	.167	-3.36	0.001
SERVICE3	.458	.168	2.73	0.006

_cons	-.070	.181	-0.39	0.698
/lnsig2u		-.438	.282	
sigma_u		.803	.113	
rho	.164	.039		

*Reference group

4 Discussion and Conclusions

The results of Experiment 1 and 2 affirm the robustness of the option-framing effect on upgrade/downgrade scenarios of tourism services. On both studies, consumers tended to choose more expensive services when the initial suggested array of services was superior, although lower quality alternatives were available. On the other hand, consumers tended to choose cheaper services when the starting point of the choice scenario was the cheaper array of services. Since the choice of a leisure trip tends to be predominantly emotional, there was no moderating effect of the cognitive demand on the option framing effect. The paper also contributes to methodological improvement of the analysis of these effects.

Tourism Specialization and World Heritage in Latin America and the Caribbean

Silvina Elíasⁱ, Viviana Leonardiⁱⁱ

The relationship between tourism and the registration of a place as a world heritage, both material and immaterial, is presented as an aspect of interest for cultural tourism literature. In many cases, the inclusion of places in these listings entails a significant increase, especially in international visitors, creating a strong relationship between tourism and the world heritage sites (WHS) (Tucker & Emge, 2010; Tucker and Carnegie, 2014; Su and Lin, 2014; Porto, Rucci & Ciaschi, 2017; Leonardi, Elías & Tortul, 2018).

This study aims to analyze the impact that the nomination of sites to be included in the UNESCO World Heritage list has on a country. According to Leonardi et al. (2018), we work with a panel of data of 32 countries in Latin America and the Caribbean for the 1995-2017 period. We try to determine if there are differences in the nomination of the heritage site according to the type of tourist destination. Therefore, a specialization index is introduced in the analysis indicating whether or not the country is specialized in tourism. The degree of tourism specialization is defined in two ways: as the share of international tourism receipts in the GDP (Brau, Lanza & Pigliaru, 2004, 2007; Adamou & Clerides, 2010) and alternatively as the number of international tourist arrivals to the local population (Figini & Vici, 2010; De Vita & Kyaw, 2016). According to the index, "tourism countries" are those countries with a degree of tourism specialization greater than or equal to 10% over the period in consideration. Then, the countries are divided into "non tourism" to test if the inclusion of places in the UNESCO list entails differences in the increase of international visitors in both groups.

ⁱ UNS – Argentina. Mail: selias@uns.edu.ar Web page: <http://www.economia.uns.edu.ar/>

ⁱⁱ Departamento de Economía-Universidad Nacional del Sur – Argentina. Mail: vleonard@criba.edu.ar
Web page: <http://www.uns.edu.ar>

Total employment and tourism employment in Uruguay 2017

Silvia Altmarkⁱ, Karina Larruinaⁱⁱ

In Uruguay, tourism is an important economic activity, due to its contribution to GDP, its share in exports and its impact on employment.

This paper is based on the work of 2018, "Employment in the tourism sector of Uruguay in 2017" that quantifies and characterizes tourism employment, which is deepened, making the comparison of the jobs of tourism with the total number of jobs, considering only the first occupation.

The methodology is defined by the World Tourism Organization (UNWTO) and the Organization for Economic Cooperation and Development (OECD) for tourism employment; the data comes from the Continuous Household Survey of the National Institute of Statistics (INE). With this conceptual framework, jobs are quantified and tourism employment and total employment are characterized, in terms of people and jobs.

For the characterization the following variables are considered: sex, age, educational level, head of household, dependency, formality, part-time or full-time work, years working in the company (seniority), size of the company, department where the company is located, personal income.

The analysis shows that in 2017 the people employed in tourism in first occupation are 106.162, while the total number of people employed in the first occupation in the Uruguayan economy is 1.644.619, which represents 6,5%.

Synthetically, the comparison between total employment and tourism employment indicates:

- there is no substantive difference by gender, with a slightly greater participation of men in both cases
- the age of workers in tourism is concentrated in the range between 19 and 29 years, while in the total positions is 40 to 49 years
- regarding the educational level, while in tourism, almost half of the workers have reached secondary level, in total employment the percentage is 39%; however, the tertiary level (University) and postgraduate level are significantly higher for total employment
- head of household is not a determinant variable in any of the two groups, but in the tourist employment, heads of household are slightly less
- personal income of tourism workers reaches \$ 40,000 by 81%, while in the total of workers is 76%

ⁱ Instituto de Estadística, Facultad de Ciencias Económicas, Universidad de la República – Uruguay. Mail: salt@iesta.edu.uy

ⁱⁱ Instituto de Estadística, Facultad de Ciencias Económicas, Universidad de la República – Uruguay. Mail: karinalarruina@gmail.com

- there is no difference between the two groups in terms of underemployment (92%), nor in formality (75%)
- in tourism, 74% work in a dependency relationship, while in the total employment the percentage is somewhat lower, 72%
- while tourism jobs are 67% full time, in total they are 61%
- Montevideo is the department with the highest percentage of jobs in both cases, with Maldonado standing out with a tourist employment that doubles the total employment
- seniority shows differences between less than one year jobs (23% tourist and 16% total) and 10 years or more (22% tourist and 34% total)
- regarding the size of the companies, in tourist jobs 25% are companies with 2 to 4 people and another 25% in companies with 50 or more people, while in total positions 23% are one-person companies and 37% in companies with 10 to 19 people.

Altruism, money illusion of tourists and livelihoods of informal crafts traders

Andrea Saaymanⁱ, Shina Liⁱⁱ, Marco Scholtzⁱⁱⁱ, Alicia Fourie^{iv}

The seminal work of Tversky & Kahneman (1974) on Judgement and Heuristics, as well as prospect theory, introduced by Kahneman & Tversky (1979), presented a theoretical framework for the development of behavioural economics. They showed that not all economic decisions are rational and display optimizing behaviour by individuals, but that decisions are often influenced by emotion and psychology. Explaining this deviation from rationality has subsequently attracted attention from researchers from various fields. How altruism and pro-social behaviour influence decisions to make monetary contributions and willingness to pay has been studied by among others, Hay (2009) and Ojea & Loureiro (2007). Little research is, however available on how behaviour towards others influence tourists' actions.

This paper aims to contribute toward understanding this phenomenon and studies the influence of altruism on money illusion of foreign tourists buying souvenirs from informal traders. With human emotions and feelings influencing our judgement of prices (Chandon et al., 2000), controlling for prosocial behaviour, such as altruism, can contribute to explain human decision-making (Gowdy, 2004). Altruism can be linked to fairness and the concern for others (Konow, 1996), which are relevant in a craft market setting in a developing country.

Money illusion occurs when there is a bias in the assessment of the real value of an economic transaction which not strategical or motivational, but which it is rather driven by the ease, universality and salience of the nominal presentation. Using the Helping Attitude (HAS) scale by Nickell (1998) to measure altruism of tourists, and money illusion questions based on the research of Gamble (2006) and Dehaene & Marques (2002), a questionnaire was developed and electronically administered under 450 international tourists from countries with stronger currencies than the South African rand that visited South Africa. In addition, interviews were held with informal craft traders to understand their price setting behaviour and also the way they use their trade to support families in sub-Saharan Africa.

ⁱ North-West University – South Africa. Mail: andrea.saayman@nwu.ac.za

ⁱⁱ Sun Yat-Sen University – China. Mail: tuzijackie1@sina.com

ⁱⁱⁱ North-West University – South Africa. Mail: Marco.Scholtz@nwu.ac.za

^{iv} North-West University – South Africa. Mail: alicia.fourie@nwu.ac.za

The structure of the network of visited attractions in an urban destination

Juan M Hernándezⁱ, Yolanda Santana-Jiménezⁱⁱ, Christian González-Martelⁱⁱⁱ

Large destinations such as cities usually offer multiple and diverse attractions and the tourists visit a selection of them during the stay. The set of co-occurrences of visits can be represented through a weighted network where the nodes are the attractions and the edges represent the number of tourists that visits two different attractions. This study analyzes the factors influencing the co-occurrence of visits to attractions in the city of Madrid. Starting from data of visits extracted from user comments in TripAdvisor along five years (2013-2018), we build the network of attractions in the city and apply exponential random graph models to estimate which factors influence the link between two different attractions. The temporal trend of this network of co-occurrences is also analyzed. The results show that the tourist decision to visit two attractions in the same trip is influenced by their popularity and other relational characteristics, such as the type of attraction. The identification of the forces that connect attractions in this network is crucial for an efficient management, promotion and preservation of them.

ⁱ University of Las Palmas de Gran Canaria – Spain. Mail: juan.hernandez@ulpgc.es Web page: <http://www.personales.ulpgc.es/jhernandez.dmc/>

ⁱⁱ University of Las Palmas de Gran Canaria – Spain. Mail: yolanda.santana@ulpgc.es

ⁱⁱⁱ University of Las Palmas de Gran Canaria – Spain. Mail: christian.gonzalez@ulpgc.es

Tourism and migration: A lonely planet?

Maria Santana Gallegoⁱ, Jordi Paniaguaⁱⁱ

Despite of the growing interest of policymakers on the impact of migrants on countries' economy, little is known on the effect of migration on tourism.

This paper models and quantifies this relationship. The theoretical framework rests upon a gravity model with informational asymmetries and travel costs. On the empirical front, we apply the most recent gravity estimation techniques. We provide evidence on the argument that migrants play an important role in supporting their host economies, with some fresh insights on the effect migration on tourism. Moreover, we explore different channels that might be driving this link and we address potential endogeneity with an instrumental variable approach that increases the validity of our results.

ⁱ Universitat Illes Balears – Spain. Mail: maria.santana@uib.es

ⁱⁱ University of Valencia – Spain. Mail: jordi.paniagua@uv.es

Innovation and technologies immersed in tourism

Kohen Alejandroⁱ

At tourism trade fairs it is possible to observe the constant growth in the use of glasses and helmets that reproduce services, attractions and heritage sites with photos and videos in 360 degrees, achieving a sense of closeness and immersion for the users. Virtual reality glasses have become its main signifier.

However, it is worth reviewing two key aspects of this new technology that will change, as the Internet did at the time, not only the way to promote the attractions but the way to manage them: interactivity and simulation, which, together with immersion, constitute the three characteristics of virtual reality.

When we speak about virtual reality there are many definitions that can be found. Thus, from the point of view of its function, virtual reality can be defined as "an interface that involves simulation in real time and interactions through multiple sensory channels" (Burdea, 1993). Also, it can be defined as "the set of tools and techniques aimed at representing and manipulating objects in order to make the user believe that he is living a reality that is not a reality" (Mejía Luna, 2012).

In this context, it is important not to confuse the concept of virtual reality with augmented reality. The last one being a technology that consists of including artificial information in the real world which can be seen and used by the user, through some device (Salazar Álvarez, 2013). While the first works on the generation of simulations that creates virtual worlds, the second refers to the amplification of the real world by the inclusion of digital information.

In this context, our starting point assumes that the possibility of applying immersive technologies is as necessary as it is still unknown by most of the market and the academic community. For this reason, we decided to start an Oriented Research Project for Professional Practice (2018-19) whose objective is to make a diagnosis of the current state and the possibilities of using virtual and increased reality in tourism allowing us to design new services and products later.

On this occasion we would like to present the first results of the teamwork in terms of innovation possibilities in management, planning, training, risk control, preservation of heritage and natural resources as well as promotion and publicity which are the best known aspects of these technologies.

ⁱ Universidad – Argentina. Mail: pkohen@turitecno.com Web page: <http://www.unq.edu.ar>

Tourism and happiness. How life satisfaction and well-being affect tourism flows?

Maria Santana-Gallegoⁱ, Jordi Paniaguaⁱⁱ, Jesús Peiróⁱⁱⁱ

The aim of this research is to provide a better understanding of the destination decision process by tourist. Precisely, we focus in an under research variable that is likely to affect tourist' decisions; that is happiness. To that end, we develop a model to explain individuals' decision to choose tourist destination. The model delivers a tractable gravity equation that allow to predict if differences in well-being and life satisfaction between home and host countries explain international tourism flows. To estimate the gravity model we use the most recent econometric techniques which correct known biases in this type of specifications. The model is estimated considering a database of bilateral tourism flows between 200 countries for the period 1995-2016.

In the empirical analysis we use subjective and objective variables to proxy for happiness. The idea, is to explore whether tourists take into account variables related to happiness when they decide their destination country and, if so, which indicators are more relevant, the subjective or the objective ones. Objective indicators of happiness include development and well-being indicators, while subjective indicators include life satisfaction indexes.

ⁱ Universitat Illes Balears – Spain. Mail: maria.santana@uib.es

ⁱⁱ University of Valencia – Spain. Mail: jordi.paniagua@uv.es

ⁱⁱⁱ University Jaume I – Spain. Mail: peiroj@uji.es

The resident's perceptions of tourism in a mature destination. The determinant factor in Gran Canaria (Spain)

Pedro Ernesto Moreira Gregoriⁱ, Concepción Románⁱⁱ, Juan Carlos Martínⁱⁱⁱ

The residents of the Spanish island of Gran Canaria (a mature sun-and-beach destination) can be considered a paradigmatic example of a population quite conscious of the positive and negative externalities of its main economic sector, the tourism. Tourism represents one-third of the regional GDP and the direct jobs. We analyze the main determinants of the opinions and attitudes of the island residents on tourism, tourists and their impacts, distinguishing social, economic and cultural effects. The consciousness of the residents makes that the percentage of unanswered responses has been statistically not significant, illustrating that the residents do have a formed opinion regarding this phenomenon.

A survey is administered to a representative sample of 504 residents fulfilling quotas according to gender and municipality of tourist or non-tourist geographical areas. A logit-ordinal model is used to analyze the main explanatory variables (the determinant factors), the varied nuances and other third variables involved in residents' perceptions. Thus, a better understanding of the residents' perception on such a complex, variable, multicausal and diverse phenomenon is presented. The results of the study show that the most determinant factors are mainly related to: (1) the creation of new jobs; (2) the creation of wealth; and (3) the economic growth. It should also be emphasized that opinions are very favorable in assessing the influence of tourism on the improvement of infrastructures. The vast majority of respondents believe that tourism is very important for the economy of the municipality of residence, demonstrating the multiplier effect of the sector on the entire island. In relation to the perceptions on tourists themselves, residents consider: (1) a "medium" level of purchasing power; (2) a pleasant overall behavior; and (3) an adequate respect for the environment. The results are aligned with the idea that conflicts between both social groups, residents and tourists, are negligible.

The contribution of the study provides important insights of the residents' perception on tourism in a mature sun-and-beach mass tourist destination. A future research agenda should also contemplate other methodologies, tourism products and destinations that could obtain robust ideas that contribute to a better understanding of this complex phenomenon.

ⁱ University of Las Palmas de Gran Canaria ULPGC - Spain. Mail: pedro.moreira.gregori@gmail.com

ⁱⁱ University of Las Palmas de Gran Canaria ULPGC - Spain. Mail: concepcion.roman@ulpgc.es

ⁱⁱⁱ University of Las Palmas de Gran Canaria ULPGC - Spain. Mail: jcarlos.martin@ulpgc.es

The effects of regulatory enforcements on labor informality in the Peruvian tourism sector

Cesar Del Pozoⁱ

The aims of this study is to estimate the causal effect of the regulatory enforcements through the "General Tourism Law" on the labor informality of salaried and self-employed workers of Peruvian tourism sector, and to explore different effects between men and women as well, considering the majority female participation in tourism.

Using the National Household Survey between 2004 and 2016 and a difference-in-differences approach, labor informality was compare between workers at tourism sector and workers at other private activities, before and after the application of the regulatory enforcements.

I found evidence that regulatory enforcements would have generated an disincentive to the informality of salaried workers in tourism, such effect would be more relevant for women. However, results on self-employed workers are not conclusive.

ⁱ Centro Bartolome de Las Casas – Perú. Mail: cesdelpozo@gmail.com

Tourism Value Chain Analysis and Poverty Alleviation – A case study of Cox’s Bazar, Bangladesh.

Babul Thomas Gomesⁱ, Professor Blakeⁱⁱ, Dr. Neelu Seetaramⁱⁱⁱ

This research is concerned with the relationship between tourism value chain analysis in Bangladesh and poverty alleviation. Specifically, this paper presents an analysis of the economic impact of tourism on households in the resort of Cox’s Bazar, Bangladesh. Although tourism is a nascent industry in Bangladesh, it has been identified by policymakers as 'thrust sector' which can contribute to economic development and poverty reduction.

This paper provides an overview of the tourism sector in Bangladesh and an analysis of government tourism development policies in the period 1990 to 2018. It includes analysis of demographic and macro-economic data including poverty indicators and secondary research relating to tourism development policies. Tourism is perceived by many emerging economies as a catalyst for economic growth due to the tourism industry's perceived ability to create employment, attract overseas investment and increase foreign exchange earnings (Torres and Momsen, 2004). Jamieson, Goodwin and Edmunds, (2004) argue that the development of the tourism sector in many developing countries is prioritised because of its potential for generating employment due to its labour intensive nature. Croes' (2014) research indicates that tourism can contribute to poverty alleviation but that it does not appear to have systematic effects and that the impact of tourism development is greater for the poor at the lower levels of economic development. However, there is literature based on other research which indicates that the poorest households in tourist destinations have not been the main beneficiaries of tourism development (Pleumarom 2012; Scheyvens 2011). The research in this paper employs a value chain analysis framework in order to examine the economic impact of tourism on households in Cox’s Bazar, Bangladesh. The research focuses on links in the tourism value chain and activities in each link in order to identify contributions to the local economy. The scope of the analysis incorporates 14 actors in the value chain and quantitative research based on questionnaires on a random sample of 396 participants. The research includes the analysis of formal and informal economic activities. The results of the research indicate that more than 50% of the tourist spending money has a net positive direct impact on Cox’s Bazar households. Analysis of research findings demonstrates that the overall poverty rate for households within the sample is 52%. However, the poverty rate for households in the sample directly or indirectly relying on income from tourism is 46%. By contrast, the poverty rate for households in the sample working in the non-tourism sector is 56%. It is shown that the impact of tourism on local people engaged in tourism-related activities is relatively significant. The research also indicates that the high percentage of domestic tourists rather than international tourists contributes to a relatively high level of economic linkages with local households. Policies that could minimise leakages and enhance linkages between the tourism sector and households in the local community are considered. The paper concludes by examining the extent to which the domestic tourism industry in Cox’s Bazar can be classified as pro-poor.

ⁱ Bournemouth University – United Kingdom. Mail: thomasbd@gmail.com

ⁱⁱ Bournemouth University - United Kingdom. Mail: ablake@bournemouth.ac.uk

ⁱⁱⁱ Bournemouth University - United Kingdom. Mail: N.Seetaram@hud.ac.uk

Beyond sharers and professionals: the heterogeneity of Airbnb hosts

Sauveur Giannoniⁱ, Daniel Brunsteinⁱⁱ, Florian Guéniotⁱⁱⁱ, Johan Jouve^{iv}

The rise of Airbnb in the hospitality sector has generated fierce social debates that are partly due to the concerns of hospitality professionals faced by this new type of competition. Local communities are also often worried about these new tourism actors with unclear legal status. Residents complain that Airbnb hosts do not contribute to the costs of public services, despite causing a high increase in housing and land prices and generating a lot of negative externalities (Cócola Gant, 2016; Füller & Michel, 2014; Gutiérrez, García-Palomares, Romanillos, & Salas-Olmedo, 2017; Guttentag, 2015; Quattrone, Proserpio, Quercia, Capra, & Musolesi, 2016).

Although the regulation of Airbnb activities is prominent in this difficult context, it also raises an important related question: can the hosts be considered as professionals of the hospitality sector, or are they simply sharing-oriented hosts? A great deal of academic literature has already discussed this topic and reveals a wide range of host profiles from purely sharing-oriented hosts to hospitality professionals operating on a sharing platform.

This paper aims to contribute to the literature in two ways. First, we emphasize that a key characteristic of professional behaviours is often disregarded in the literature, namely the simultaneous use of several online renting platforms in order to improve the exposure of the listing. A new automated approach is developed to account for this multiplatform activity. Secondly, we propose a simple and reproducible method to identify the host by combining several features such as multiplatform listing, multi-listing, the intensity of the hosting activity or the host's experience on Airbnb.

The first section of the paper provides an overview of the recent literature related to the increased use of these platforms by professionals. Section II details our methodological approach, while section III presents the results obtained from the application of this analytical approach to the Airbnb sector in Corsica, a French Mediterranean island. Finally, the potential extensions and limits of the method are discussed.

According to the image conveyed by Airbnb marketing strategy, the host is an individual seeking a supplementary income: "Our business model is based on people who can't afford their homes and need extra money, so they rent out their homes" (Oskam & Boswijk, 2016). Authors soon realized that some hosts managed several listings, thus generating high incomes (Schneidermann, 2014; O'Neill & Ouyang, 2016; CBRE 2017). Our results suggest that professionals of the housing and hospitality sector joined the Airbnb platform in order to access a large new market at minimum cost.

To the exception of Hajibaba & Dolnicar (2017), Oskam & Boswijk (2016) or more recently Moreno-Izquierdo, Ramón-Rodríguez, Such-Devesa, & Perles-Ribes (2019), the academic works dealing with Airbnb supply did not discuss the fact that this platform arrived on a pre-existing market that involves a wide range of actors.

ⁱ University of Corsica & UMR CNRS 6240 LISA – France. Mail: giannoni_s@univ-corse.fr

ⁱⁱ UMR CNRS 6240 LISA- France. Mail: brunstein_d@univ-corse.fr

ⁱⁱⁱ UMR CNRS 6240 LISA- France. Mail: gueniot_f@univ-corse.fr

^{iv} UMR CNRS 6240 LISA- France. Mail: jouve_j@univ-corse.fr

Our paper shows that professional behaviour is not just a matter of the number of listings managed by a given host, but is dependent on how the host behaves. While a non-professional is likely to advertise his listing on Airbnb alone and will host a limited number of guests, a professional will use several advertising channels and will host a large number of guests, making intensive use of the platform. Multiplatform practices are a solution used by short-term rental professionals to increase the visibility of their listings. The importance of this new advertising strategy is underlined by the recent emergence of new companies that propose packaged solutions designed to simplify multiplatform access for sharers by decreasing financial and logistical costs.

The method used in this paper is flexible and can be applied in a variety of situations. In the case of Corsica, 4 different hosts groups emerged. However, more specific groups are likely to emerge if our method is used in a different and/or larger market. This means that the tool we propose here makes it possible to not only analyse the Airbnb supply of a given market, but also compare the supply structure of different markets.

Our methodology studies the state of the supply at a given point in time, but our tool can also be used to monitor the evolution of a given market. By replicating a similar study on the same market at regular intervals, it is possible to trace the collective dynamics of general host profiles and changes in individual host strategies. For example, how many hosts who are simple sharers today will be professionals within 5 years? Is the group of professionals going to increase or collapse in the future?

Nonetheless, our paper has a number of limitations that could be improved in the future.

Gastronomic tourism efficiency frontiers: a meta-analysis

Laura Viciⁱ, Francesco Angeliniⁱⁱ, Massimiliano Castellaniⁱⁱⁱ

Most of the empirical literature on the evaluation of economic efficiency is based on parametric or non-parametric frontier methods. Recently, novel approaches in economic efficiency measurement have been developed by using new frontier techniques such as Bayesian techniques and bootstrapping. Since no approach is preferable to the others, in this paper we present a critical review of frontier studies in the gastronomic tourism literature and we discuss the main advantages and disadvantages of each approach. Following our literature review, we perform a quantitative meta-analysis to evaluate the efficiency of the restaurant and hotel sectors in the food service industry considering both the frontier methodology and the data set used in these researches. By building an overview of the efficiency results of frontier applications in restaurant and hotel sectors, our study allows to take into account specific characteristics of these sectors in terms of special inputs and technologies.

ⁱ University of Bologna – Italy. Mail: laura.vici@unibo.it

ⁱⁱ University of Bologna – Italy. Mail: francesco.angelini7@unibo.it

ⁱⁱⁱ University of Bologna – Italy. Mail: m.castellani@unibo.it

Tourists Stealing Stuff

Stephen Prattⁱ

Society values honesty, yet dishonest acts, both large and small can be witnessed ubiquitously (Mazar, Amir, & Ariely, 2008a). Tourists steal. The American Hotel & Lodging Association estimate that theft can cost hotels an estimated \$US 100 million a year (Leasca, 2017). Hotel guests steal items from their hotel rooms. Air passengers remove items that belong to the airline from the flights they catch. When passengers take a flight and hotel guests pay for a room, what items are they entitled to? It is not so clear. Other times, it is clear, but passengers and guests take them anyway.

Much of the research on theft surrounding the tourism and hospitality industry focuses on tourists being robbed while on vacation or hotel employees stealing from their employers. There is little literature on the hotel guest as perpetrator (Jones & Groenenboom, 2002). The general issue of customer misbehavior has received less attention (Gursoy, Cai, & Anaya, 2017). There is a reluctance in the hospitality industry to discuss issues of crime as it reflects negatively on the image of the individual hotel and in the industry in general (Jones & Groenenboom, 2002).

Given the business costs associated with theft from airlines and hotels and the lack of research on this topic, this research provides a useful contribution to both theory and practice in this area. Specifically, the aims of the research are: 1) to assess the self-reported incidence of tourists stealing items from hotels and airlines; 2) to discover which items are most subject to theft; 3) to investigate the relationship between trip expenditure and theft by tourists; and 4) to investigate the relationship between self-reported tourist sustainability and theft by tourists.

The target population is tourists in a popular tourist destination. The data collection involved in-person intercept surveys, in commonly frequented tourist hotspots in the destination. To ensure a representative mix of tourists, a stratified sampling technique was employed to ensure representative samples based on age and gender. A total of 538 completed surveys were collected and used for data analysis. This sample size has a maximum sampling error of $\pm 4.23\%$.

This research contributes to the body of research that extends beyond the traditional role of an external cost benefit analysis description of human behavior (Mazar et al., 2008a). An understanding of morals and social norms, coupled with mainstream economic theory help scholars better understand individuals and society (Gneezy, 2005).

The issue of dishonesty is complex, influenced by individual characteristics such as their sense of morality and ethical standards as well as influenced by external factors such as cultural norms. Added to the issue is that these factors can change when individuals are out of their normal environment by being a tourist and it is plain that there are several avenues of research that can be explored in the future.

ⁱ The University of the South Pacific – Fiji. Mail: stephen.pratt@usp.ac.fj

Tourism and Economic Growth in the Pacific

Stephen Prattⁱ

For Pacific Islands, tourism is one of the most important sectors for the economy, if not the most important. Most Pacific Island are reliant on tourism, given they have a comparative advantage in warm climate, beautiful natural resources, vibrant cultures and are warm, friendly hosts. Coupled with the relative remoteness, small populations, vulnerability to variable climate incidents, such as climate change and tsunamis and hurricanes, tourism can be a path to socio-economic development. This paper provides an overview of the economic contribution of tourism to Pacific Island economies. This will be achieved through a review of the latest existing secondary data outlining tourism's contribution to GDP, and other economic indicators of tourism to the Pacific overall, as well as separately for Micronesia, Melanesia and Polynesia.

Secondly, the paper will test the Tourism-Led Growth Hypothesis (TLGH) for Pacific Island economies in Micronesia, Melanesia and Polynesia. The TLGH states an expansion in international tourism paves the way for economic growth because international tourism increases foreign exchange earnings that contribute to capital goods, which can further stimulate economic growth and employment. Alternatively, economic growth can stimulate tourism income, the so-called Growth-led Tourism Hypothesis (GLTH). This can occur where a growing economy can create tourism-related business opportunities, or where economies of scale, due to economic growth, decreases costs for the tourism sector, thus making tourism more competitive. Using data from 1995 to 2017, we test whether the TLGH or the GLTH holds for different Pacific Island economies.

ⁱ The University of the South Pacific – Fiji. Mail: stephen.pratt@usp.ac.fj

Tourism and residents: the case of Gran Canaria (Spain)

Pedro Ernesto Moreira Gregoriⁱ

Tourism in the Canary Islands reached in 2018 almost 14 million of international tourists and almost 2 million of national tourists: involving about 30% of the regional GDP and almost 38% of the total employment of the islands. Specifically, on the island of Gran Canaria and for that same year, the number of international tourists was almost 4 million and more than half a million national tourists. What, for a population of less than 900.000 inhabitants, is a very considerable tourist/resident proportion. Data that merit a rigorous study of the social perception of tourism on the island: analyzing the public opinion of residents about the main economic activity and detailing the valuations on the positive and negative impacts generated by tourism and tourists at destination. Therefore, based on a review of the main tourist indicators of Gran Canaria, we have studied the opinions and attitudes of residents about the social and economic impact of tourism.

As a research methodology we mainly used the quantitative technique of the survey (proper survey of 504 residents), subsequently clarifying conclusions with the qualitative technique of in-depth interviews. Concluding among other things that the opinions and attitudes about tourism in Gran Canaria are largely conditioned by: (1) the area of residence (tourist or not tourist), (2) the personal and/or familiar link with the tourist sector (to work / have worked at tourism or not), and (3) the Theory of the Social Exchange. Standing out between the positive impacts: (1) the generation of employment and wealth, (2) the maintenance of the infrastructures, and (3) a greater supply of leisure and most cosmopolitan atmosphere. Prevailing extensively the positive impacts over the negative ones. Such as: (1) overcrowding, (2) the most expensive prices in goods and services, and (3) the spatial segregation. At the same time, it is worth highlighting the difference of opinion between those who work or have worked in tourism, in this group the large majority considers that tourism it is the most important productive sector in the economy and is very interested in that activity. The labor linkage is decisive in the interest generated. Those who have or have had such linkages are the most aware of the importance and weight of tourism, and are also in turn who have more critical opinions about it.

This communication corresponds to the Doctoral Thesis (International mention) titled "Social Perception of tourism in Gran Canaria. Costs and benefits perceived by residents." Assigned to the PhD program in Tourism, Economics and Management of the University of Las Palmas de Gran Canaria (Spain). Thesis to be defended in October 2019.

ⁱ University of Las Palmas de Gran Canaria ULPGC – Spain. Mail: pedro.moreira.gregori@gmail.com Web site: <http://www.tides.ulpgc.es/tides/>

Text mining and tourism marketing research. An application to the analysis of eWOM about tourism destinations of Argentina and Spain

Marina Zanfardiniⁱ, Enrique Bignéⁱⁱ, Luisa Andreuⁱⁱⁱ

Tourists are increasingly utilizing information from digitalized comments through tourist-generated content (Bigné, Ruiz & Currás, 2019). Travel review sites such as TripAdvisor relies upon tourist-generated media or electronic word-of-mouth (eWOM), providing tourists outstanding opportunities to share their opinions of travel and hospitality service products and brands with other consumers (Litvin, Goldsmith & Pan, 2018). eWOM through travel review sites influences travel related decisions and shapes perceptions and images about destinations and travel offerings. Within travel review sites, tourists are able to reflect openly about their holidays or seek travel information. eWOM websites provides researchers with an unprecedented opportunity to better understand tourist experiences (Mkono & Markwell, 2014). Learning from the big data organically created about the tourism destinations is the new challenge for tourism destinations managers.

When a new paradigm shift is knocking on the door of marketing researchers (Bigné, 2016), text mining offers an answer for the question about dealing with unstructured text data. Text mining can be classified into linguistic and non-linguistic approaches (Villarroel, Theodoulidis, Burton, Gruber, & Zaki, 2014). Based on a corpus of 5.113 TripAdvisor online reviews, about activities and attractions of the ten best ranked destinations of Argentina and Spain, we examined and compared the eWOM of both countries complementing the strengths of both approaches.

First, throughout non-linguistic techniques using Rapid Miner software, we analysed the reviews as a list of terms, counting the number of times that words appear in a document. This analysis enabled us to identify and compare the most frequent words and n-grams used by tourists when 'talking' about destinations. For instance, terms with extremely high frequency were: lugar (place), ciudad (city), bien (well), pena (worth), experience (experience), puede (can), recomendable (recommended), hacer (make/do), visita (visit), mejor (better) and paseo (walk), among others.

Second, as linguistic techniques consider the natural language characteristics of the text in the documents (e.g., syntax, grammar), we automatically analysed the whole texts with Meaning Cloud software and identified their topic, subjectivity level and valence. The most frequent thematic arguments of the online reviews (eWOM of tourist destinations) were: 'art and culture' (21.9%), 'tourism, travel and commuting' (16.4%), 'environment, weather and energy' (14.1%) and 'lifestyle and leisure' (8.9%). We combine these results and run again the RapidMiner Studio analysis to identify the most frequent words in each topic category. For example, in the he comments about 'art and culture' the most mentioned words were "museum" (275 times), "city" (225 times), "place" (224 times), "visit" (213 times) and "cathedral" (193 times). While in those of the category 'environment, weather and energy' the most frequent words were lake (231 times) and place (217 times), followed by promenade, nature, glacier, park, landscape, forest, water, road, among others.

ⁱ Facultad de Turismo, Universidad Nacional del Comahue - IPEHCS CONICET – Argentina. Mail: marina.zanfardini@fatu.uncoma.edu.ar

ⁱⁱ University of Valencia – Spain. Mail: Enrique.Bigne@uv.es

ⁱⁱⁱ University of Valencia – Spain. Mail: luisa.andreu@uv.es

Finally, we carried out a correspondence analysis that showed the relationships between destinations and topics categories. In nature destinations as Villa La Angostura, Bariloche, San Martín de los Andes, Calafate, Ushuaia e Iguazú tourist-generated content were more frequently related to the environment; while in cultural and urban destinations, as Salamanca, Madrid, Sevilla, Granada, Mar del Plata, Palma de Mallorca, Málaga, Salta, Barcelona y Buenos Aires their reviews were more related to education, art and culture, and religion.

Effect of legal restrictions on the airbnb market

Martin Falkⁱ, Blaise Larpinⁱⁱ, Miriam Scaglioneⁱⁱⁱ

Airbnb and other online renting service providers appearing under the flag of the so-called sharing economy, have restructured the accommodation market and shown enormous growth in recent years. Consequently, traditional establishments such as hotels feel threatened and their associations have lobbied for the implementation of laws that restrict this type of activities. In European cities (e.g. Amsterdam, Barcelona, Berlin, London and Paris), different kinds of regulation have been introduced on these short-term rentals (Nieuwland and van Melik, 2018). These regulations often consist on a maximum day limit on short-term rentals. The basic idea of the local authorities is to reduce the supply of short-term rentals, particularly those that are offered on the platforms on a permanent basis. The occasional rental of a property is not considered a major problem. These regulations may have led to a slowdown in Airbnb's growth rates or increase in prices of Airbnb accommodations.

In Switzerland, Geneva is the first city introducing a limit on short-term booking platforms such as Airbnb properties to 60 nights a year from April 2018 onwards. Five controllers are set up to monitor compliance with the new regulation. Following a legal appeal, 90 days are currently tolerated until the decision of the Federal Supreme Court. Other Swiss cities have agreed on tourist tax agreements with Airbnb that allow them to monitor the phenomenon (such as Basel or Zurich). And there is a group of cities that have no agreement with short-term booking platforms and de facto have no means of monitoring (such as Lausanne and Bern).

The aims of this study is to investigate empirically the impact of the Airbnb regulations on the supply and performance of Airbnb accommodations. The method is based on difference-in-differences techniques. These are combined with survival models to investigate the likelihood that the Airbnb-host will withdraw its offer and standard panel difference-in-difference models to study the performance effects where performance is measured as revenues per available room, number of bookings and occupancy. Data is based on Airdna of the total universe of individual Airbnb properties in Switzerland at the monthly level for the period 2016-2018 with about 3000 listings for Geneva at end of 2018. The control group consists of cities in which there are no requirements for Airbnb objects or agreements (Bern, Lausanne etc). Cities that have agreements with Airbnb to collect the city tax such as Zürich and Basel are not included in the control group.

Little is known about the presumed impact of tightened rules on short-term rentals on the performance of Airbnb accommodations. An exception is Yang and Mao (2018) who find that regulations matter for Airbnb supply in US cities. Similarly, His (2017) document that regulations have a negative impact on Airbnb supply. However, these studies focus on the average effect of regulations. Zervas, Proserpio and Byers (2017) show that Airbnb accommodations and hotels are competitors particularly in the low-price segment (see also Farronato and Fradkin, 2018). Fang, Ye and Law (2006) find that the entry of the Sharing Economy has a positive but non-linear effect on the entire tourism industry.

ⁱ Austrian Institute of Economic Research - Austria. Mail: martin.falk@wifo.ac.at

ⁱⁱ University of Applied Sciences and Arts Western Switzerland – Switzerland. Mail: blaise.larpin@hevs.ch

ⁱⁱⁱ University of Applied Sciences and Arts Western Switzerland – Switzerland. Mail: miriam.scaglione@hevs.ch

The positive marginal effect decreases as the size of the sharing economy increases. Measuring the performance effects of tighter regulations is important because policymakers and hoteliers want to know what economic and revenue effects such regulations have.

The main hypothesis is that the threshold leads to a decline in Airbnb offerings and to should also result in price increase of Airbnb rentals. However, it is likely that the effects of regulations differ widely with respect to the characteristics of the Airbnb property. To account for the heterogeneity of the performance effects across high and low-price properties, the quantile fixed difference-in-differences estimator is used. This makes it possible to investigate to what extent the performance effects of tighter regulations differ between low and high-priced accommodations (conditional on control factors). Separate estimation results are also reported for entire homes/apartments and Private Room, or Shared Room).

The specification of the survival model and the linear regression model include the characteristics of the accommodation such as size (bedrooms, bathrooms, maximum guests), response rate, Airbnb superhost, number of reviews and overall rating.

The estimates based on the difference-in-difference method show that the regulations lead to a small price increase and to a reduction in the number of offerings. However, there is a high degree of heterogeneity of the effects with stronger effects on entire properties and high-priced properties.

The challenges facing bed & breakfast establishments in East London: A case of Quigney

Dinesh Vallabhⁱ

The Small to Medium Tourism Enterprise have been identified as a key growth sector with a potential to contribute to the economy. Both the developing and developed account for more than 90 percent of employment. For example United States, United Kingdom and China. The purpose of this study was to uncover challenges such as a lack of management skills development, insufficient owner's equity contribution, lack of experience relevant to the establishment, poor human resource management, costs of registration and licenses, insufficient electricity and water supply, lack of technology knowledge, crime, ineffective branding and marketing, safety and security, bad credit record and bankruptcy, seasonality and lack of state financial support faced by the SMTEs in Quigney, East London. In the context of this study the descriptive and quantitative approach was utilised. A questionnaire was administered to collect data from owner/managers of SMTEs in Quigney. Moreover, 20 questionnaires were distributed in the data collection process which included 20 B&B establishments.

The main aim of the study was to determine the extent to which the above mentioned challenges, limit the SMTEs full potential to growth and development in Quigney. Furthermore, to identify the solutions used by SMTEs in order to survive and withstand the competitors and maintain the business competitive advantage, in the face of challenges.

In order to fundamentally address the main aim of the research study, the methodology had to be adopted through using a quantitative research method. The structured closed-ended questionnaires were administered to the SMTEs and were administered on a face-to-face basis. The researcher utilised the Statistical Package for Social Sciences (SPSS) to capture and analyse the data by means of graphs, tables and pie charts. The findings of the research revealed that the small tourism accommodation stakeholders of Quigney considered their businesses as means to improve their financial situations as well as improve economic development of their areas in terms of employment opportunities.

Furthermore, the findings also show that the SMTEs are confronted by challenges such as a lack of experience relevant to the establishment, poor managerial capacity, unskilled labour and lack of finances or access to financial institutions which impacts negatively their abilities to generate increased profit margins. The study was limited to the suburb of Quigney, East London, therefore generalisation is limited. It is recommended that owner managers should attend business training and workshops to advance their business establishments.

ⁱ Walter Sisulu University – South Africa. Mail: dvallabh@wsu.ac.za

The Airbnb phenomenon in the tourist Province of Misiones. Analysis of a growing sharing economy

Juan Dipⁱ, Horacio Simesⁱⁱ, Juan Benitezⁱⁱⁱ

Misiones is one of the best tourist provinces in Argentina and is known around the world for its main tourist attraction: The Iguazu National Park with its majestic waterfalls. However, the Airbnb phenomenon is scarcely known as well as its potential market for tourism. According to the Tourist Profile Survey (TP), 3% of tourists have stayed in other types of accommodation (apartments for rent) in the province. Thus, Airbnb is considered a hidden phenomenon in public statistics. An explanation of this particularity would be the absence of a proper framework that regulates this activity in the province, and at the country level. The aim of this paper is threefold: First, to determine the presence of Airbnb in the Misiones, we've proceeded to survey all available accommodations and estimated a hedonic price model (Rosen, 1974) to determine which parts of the housing affect it. Second, since Airbnb is a sharing economy platform, hints of reciprocity presence are evaluated by variables that affect the host's rating (OLS and a TOBIT model). Third, recommendations are exposed for the formal registration of accommodation in Airbnb, especially in Puerto Iguazu where an eco-tourist rate is applied. Finally, some issues related to the payment made by guests on the platform and the audit of the activity are discussed as well.

In Argentina, the study of the Airbnb platform is limited and, therefore, this paper is one of the first to conduct research under a sharing economy framework.

ⁱ Facultad de Ciencias Económicas. Universidad Nacional de Misiones. AMZET. Universidad de Málaga – Argentina. Mail: dip@fce.unam.edu.ar

ⁱⁱ Facultad de Ciencias Económicas. Universidad Nacional de Misiones – Argentina. Mail: hsimes@fce.unam.edu.ar

ⁱⁱⁱ Observatorio Kumbykūaa (FCE). Universidad Nacional de Misiones – Argentina. Mail: uanbntz17@gmail.com

A Proposal to improve tourism perceptions' assessment in different cultural and development environments

Akarapong Untongⁱ, Kansinee Guntawongwanⁱⁱ, Vicente Ramosⁱⁱⁱ, Mingsarn Kaosa-Ard^{iv}

There is an increasing recognition of the crucial role of residents' support for the success and sustainability of tourism destinations. Most previous studies used rating scales such as Likert to assess residents' perception, and frequently the respondents are the ones that evaluate or score this perception. This might cause what is known as scale perception bias, as respondents have different interpersonal or cross-cultural scoring standards. In this paper, "anchoring vignettes (AV)" approach is proposed to correct scale perception bias. This approach allows that the analysis of the answers, which have an ordinal scale, takes into account the respondents' heterogeneity and eliminates the differential item functioning (DIF) problems that arise from individuals with different thresholds. The results of the empirical study revealed that the parametric anchoring vignettes approach can be applied to improve the evaluation of residents' perception about tourism development. Therefore, it is suggested that this approach could improve validity and reliability of studies that use construct variables from qualitative questionnaires.

ⁱ Maejo University – Thailand. Mail: akarapong_un@hotmail.com

ⁱⁱ Chiang Mai University – Thailand. Mail: kansineeg@gmail.com

ⁱⁱⁱ University of the Balearic Islands – Spain. Mail: vicente.ramos@uib.es

^{iv} Public Policy Studies Institute – Thailand. Mail: mingsarnk@gmail.com

Does Operator's Identity Make A Difference in Efficiency in Dairy Farms Performing Educational Tourism? A Slacks-based Measure DEA Approach

Yasuo Oheⁱ

Farm diversification through tourism activity has been increasingly recognized as an effective measure for rural development (Fleischer and Tchetchik, 2005; Ohe and Kurihara, 2013). Therefore, whether farm management in conducting tourism activity becomes more efficient or not is an important theoretical and empirical question for the promotion of tourism in agriculture. In reality, however, it is not easy for farmers to launch tourism activity and, even when launched, it is difficult to make the activity economically viable. Thus, this paper investigated why farmers have a conservative attitude toward that new activity and how they adapted to this new activity proficiently.

Nevertheless, a general economic framework for farm diversification has not yet been fully established. Thus, this study tries to address this scarcity both conceptually and empirically. For this purpose, we focussed on the farmer's identity as a key factor for the successful launching of a tourism activity and making it both efficient and sustainable. Since identity is expressed in behaviour stipulated at the subconscious level, we need to introduce a new perspective to explain the relationship between a farmer's identity and managerial outcome. In this context, this paper deals with occupational identity as a farmer that is different from identity related to gender or race, which is more pre-determined and firmly fixed than occupational identity.

Thus, we incorporate concepts of behavioural economics, a field that has been growing rapidly, into an economic framework for diversification that can explain farmer's behaviour subconsciously. If we can successfully make a conceptual framework and provide empirical evidence, this framework can be more widely applied to the inauguration of tourism and its efficient practice in the farmyard.

To this aim, this paper studies the Educational Dairy Farms (EDFs) in Japan, which is a group of farms that provide educational tourism in agriculture and plays a leading role in agricultural tourism. Firstly, we build a conceptual framework of why operator's identity matters and what accounts for differences in efficiency of farm activity in total by incorporating the concept of behavioural economics. Secondly, based on that framework, slacks-based measure DEA (data envelop analysis) is applied to empirically evaluate how identity is related to differences in efficiency. Finally, policy implications for tourism-oriented farm diversification will be suggested.

Literature Review

Identity was introduced into economics by the pioneering works of Akerlof and Clanton (2000, 2002, 2010), which stimulated studies incorporating identity into diversification issues through tourism in agriculture as stated above. However, since EDFs had diversified their activities, evaluation of efficiency should consider managerial efficiency in total including the diversified activity. To address the deficiency of studies of managerial efficiency, Ohe (2017a) compared the managerial efficiency of two groups of EDFs by a DEA model using simulated revenue earned from the educational service. Nevertheless, the data used for Ohe (2017a) were not financial data that enable more

ⁱ Chiba University – Japan. Mail: yohe@faculty.chiba-u.jp

rigid verification. Therefore, this study addresses this issue using financial data obtained from the author's survey on EDFs. If these diversified EDFs realize higher managerial efficiency than those that are not diversified, we can present empirical evidence to promote dairy farms' diversification toward tourism. That is the basic hypothesis to be investigated conceptually and empirically in this study. Ohe (2017b) investigated the relationship between the farmer's identity and charging behaviour with regard to their educational services to visitors. Nevertheless, more objectively observable criteria of identity should be scrutinized because identity is not visible per se.

Methods and Data

To approach this issue, firstly the authors present two different types of dairy farmer's identity. The criterion for this classification is based on whether processing and direct selling activities are performed or not, which demonstrates a representative identity toward tourism-oriented diversification. The authors also consider why farmer's identity is often difficult to change to tourism-oriented diversification by incorporating the concepts of behavioural economics. Then, a microeconomic conceptual framework is employed that explains the relationship between farmer's identity and efficiency of a diversified farm activity.

Secondly, the authors empirically evaluate how managerial efficiency is different between the two identities of operators of EDFs. DEA was employed based on the financial data derived from the authors' survey of EDFs under the conceptual framework that explains why different identities generate different levels of managerial efficiency and diversification. DEA has been a quite frequently applied method and still makes theoretical progress that enables more realistic assumptions. In this study, the SBM (slacks-based measure) model developed by Tone (2001) was employed since it is highly probable to assume the existence of underutilized farm resources in input and output based on reality. The authors also employed a Super SBM model to compare the first SBM models. Employment of SBM models has been scarcely applied in agriculture and tourism research despite their suitability for these fields wherein underutilized resources are not uncommon.

The authors obtained information on the milk production of each EDF from the Kanto Dairy Cooperative and Chiba Dairy Cooperatives from 2006 to 2015 and asked for their cooperation in conducting a farm survey. From the Japan Dairy Council the number of visitors to each EDF in the same period was obtained. The authors conducted a survey of EDFs from January to March in 2017 because dairy farmers are not very tied up in winter. All EDFs in Chiba and one EDF in Saitama were listed to receive this on-farm survey. As a result, 11 farms agreed to provide financial reports, and some provided reports for multiple years. In total, 27 samples were obtained.

Findings and ConclusionAs to the theoretical contribution, this paper characterized farmers' occupational identity into two types: the traditional identity and enlarged identity based on the critical review of previous studies. From the framework that explains the relationship between efficiency and diversification, the authors can point out that those who have the enlarged identity experienced both an upward shift of demand and marginal cost reduction by realizing efficient farm resource management. These two aspects both in demand and supply sides are considered as sources of higher efficiency of farms operated by those who have the enlarged identity. Nevertheless, it is not easy to transform the traditional identity into an enlarged one. The difficulty in identity transformation is explained from behavioural economics as follows: the primary effect fixed the initial mindset, which formed a fixed idea on their farm-management

perspective. Further, the framing effect makes this fixed idea longstanding and framed the management perspectives with this fixed effect. This mechanism makes identity difficult to change.

The authors empirically evaluated the efficiency of farm management based on this conceptual framework with the employment of SBM and Super SBM models that enable users to be realistic in taking into account underutilized farm resources. The results revealed that those who have the enlarged identity who conduct processing and direct selling realized higher efficiency with the constant return to scale than those who do not. Especially, the realistic two outputs model showed a statistically significant difference in efficiency between the two groups. From these empirical results, two derivative findings are obtained below.

First, the connection between farm size and efficiency was not confirmed. This fact indicates that the efficiency of a dairy farm and farm size are not related as far as diversification is considered as observed in previous studies (Ohe, 2017).

Second, the theoretical framework and empirical results are consistent, which means that the issue of identity is an integral part of managerial behaviour that raises the efficiency of diversified farm activity. Specifically, those operators who have the enlarged identity use managerial behaviour to make efficient farm resource allocation for the main purpose of milk production and diversified activity including educational service.

So far, analyses of dairy farm management have been mainly focussed on the farm structure for milk production and its efficiency. The study result here also indicates that, when a farmer tries to launch farm diversification especially toward tourism-related activity, if the existence of a different identity is supposed, the significance and potential for demand creation and diversification can be clarified. However, this tourism-oriented perspective has not been paid enough attention.

Consequently, capability building for demand creation and farm resource management becomes an important issue for the promotion of dairy-farm diversification. For this purpose, identity formation should be included in the area of that capability building. Put differently, to realize efficient farm resource allocation, the enlargement of the perspective of their domain of farm activity is a prerequisite condition. In this respect, the EDF activity that takes advantage of the EDF network across the country nurtures the enlargement of a farmer's perspective that leads to the formation of the enlarged identity that suits and promotes diversified activity.

Finally, this study had limitations. The study area was EDFs around a metropolitan area; therefore, this framework should be tested on EDFs in other areas such as Hokkaido, a northern island where large-scale dairy farms exist, to determine whether a similar result can be confirmed. Thus, empirical evidence should be further accumulated since the framework is also applicable to other parts of the world.

Productivity Measurement of Japanese Accommodation Firms with Input Complementarities

Qi Bin Liangⁱ, Yasuo Oheⁱⁱ, Nicolas Peypochⁱⁱⁱ

Among major industrial countries, Japan is only in a developing stage in inbound tourism and tourism has been of the least explored discipline despite a high potential of inbound tourism development in this country. The Japanese accommodation industry like other industries there has to face a particular issue in terms of frequency in the occurrence of natural disasters such as earthquakes and volcanic eruptions in addition to ordinary economic fluctuations. This fact marks a contrast with its relative political stability and low-security concerns in crime. For the sustainable development of the accommodation industry, it is crucial to correctly understand how accommodation industry overcome that difficulty after a natural disaster for the design of risk management policy against those disasters in a wider international perspective. For this purpose, it is necessary to grasp how the efficiency of the accommodation industry has actually fluctuated at a micro level. Nevertheless, the efficiency evaluation at a micro level after a natural disaster in accommodation firms has not been fully conducted, yet. Thus, this paper sheds light on how the efficiency of accommodation firms has changed before and after the large earthquake hit eastern Japan in 2011 based on the financial panel data of 101 accommodation firms from 2010 to 2015.

Most of the applications on efficiency and productivity analysis devoted to the hotel sector are on DEA and its derivatives. Such approach supposes the convexity assumption of the production technology and then perfect divisibility of inputs. However, in the services sector like hospitality, labor and capital factors can be used in a complementary way. This is particularly relevant for the Japanese style hotels, i.e. the ryokans (Ohe and Peypoch, 2016). In this paper, an inverse B-convexity model (Briec and Liang, 2011) is considered to measure productivity changes. More precisely, a Malmquist productivity index with input complementarities is proposed. Based on the Malmquist productivity index framework, this index incorporates an inverse B-convex structure and allows for input complementarities in the production technology in order to characterize the specificities of the hotel sector. This productivity measure is then decomposed into efficiency change and technological change components.

To ensure robust findings, the results of the productivity measurement and its components are bootstrapped by following Simar and Wilson (1999).

The first findings underline two main steps in the efficiency change of the Japanese accommodations under the period analyzed. First, the level of efficiency decreases between 2010 and 2012 (-6.5%) and then increases from 2012 to 2014 (+12%). This pattern of changes in efficiency is well explained by the drop of tourism demand after the large earthquake and subsequent tsunami devastation in northern Japan in early 2011 and then a fast recovery process. Second, the efficiency level decreases from 2014 to 2015 (-4.3%) despite the period of growing inbound tourism, which needs further scrutiny. To summarize, these results indicate that B-convexity is relevant in a certain

ⁱ University of Perpignan – France. Mail: qi-bin.liang@univ-perp.fr

ⁱⁱ Chiba University – Japan. Mail: yohe@faculty.chiba-u.jp

ⁱⁱⁱ University of Perpignan – France. Mail: peypoch@univ-perp.fr

period to the efficiency analysis of the accommodation industry in this country while some aspects need further investigation.

The Mediating Role of Air Connectivity on Destination Marketing Effectiveness

Sigbjørn Tveteraasⁱ, Enzo Defilippiⁱⁱ, Kristin Helen Rollⁱⁱⁱ

The increasing investments in destination marketing globally reflect the growing economic importance of tourism. Using panel data from 2008 to 2018 on country-level marketing investments of destination Peru we estimate the impact on inbound tourism. Due to the role of air connectivity for a faraway destination like Peru relative to its key markets (Tveterås and Roll, 2014), we allow the effect of marketing investments to be mediated by the number of nonstop flights from tourists' origin countries. Using dynamic panel data models, we find positive effects of destination marketing on international tourist arrivals. The magnitude of the marketing impact increases with the degree of air connectivity. A managerial insight is that destination marketing organizations (DMOs) do well in analyzing air passenger capacity before sinking marketing investments in specific tourist-origin markets.

ⁱ University of Stavanger – Norway. Mail: stveteras@gmail.com Web site: <https://www.uis.no/article.php?articleID=77776&categoryID=11198>

ⁱⁱ Universidad – Peru. Mail: e.defilippi@up.edu.pe Web site: <http://www.up.edu.pe/Paginas/perfil-docente.aspx?idd=000051872>

ⁱⁱⁱ Southeastern University of Norway – Norway. Mail: Kristin.Roll@usn.no Website: <https://www.usn.no/om-usn/kontakt-oss/ansatte/kristin-helen-roll-article146594-6688.html>

Mega shocks and mega events: Do they affect tourist flows?

Sigbjørn Tveteraasⁱ, Enzo Defilippiⁱⁱ

Tourist demand is susceptible to events that in different ways affect tourists' wants and willingness to travel to a destination. This includes events that for example affect tourists' perception of risk (e.g. terror, natural disasters and disease outbreaks), their purchasing power (e.g. financial crisis) or the perceived pull factor of a destination (e.g. large sport or cultural events). In this study, we analyze how the inbound tourist flow to Peru is affected by large shocks and events including two Dakar rallies, a temporary closure of Machu Picchu - a cultural heritage site, the global financial crisis, and hosting large international summits (UN climate change panel, IMF annual meetings). Following the methodology used in related studies we analyze the impact of these events using the SARIMA-X model (Tsui et al., 2014; Balli, Balli and Tangaroa, 2015; Alsumairi and Hong Tsui, 2017; Tsui and Balli, 2017). The results from the estimations show that only two events register on tourist flows, statistically speaking. Specifically, this is the financial crisis and the closure of Machu Picchu that are both statistically significant, but the latter event only at the 10 percent level. One reason for the modest impact of these events on tourist flows might be airlines' and hotels' dynamic pricing schemes. Dynamic pricing can contribute to smooth out the impact on the physical inbound flows. If that is the case, then its impact in relative terms will be greater on tourist revenue than on the number of tourist arrivals.

ⁱ University of Stavanger – Norway. Mail: stveteras@gmail.com Web site: <https://www.uis.no/article.php?articleID=77776&categoryID=11198>

ⁱⁱ Universidad – Peru. Mail: e.defilippi@up.edu.pe Web site: <http://www.up.edu.pe/Paginas/perfil-docente.aspx?idd=000051872>

Leakage Effects of Cruise Arrivals on Hotel Demand

Oddne Skredeⁱ, Sigbjørn Tveteraasⁱⁱ

Cruises' ports of call can reduce local hotel demand because tourists who otherwise would visit as land tourists instead visit the destination by ship. This amounts to a demand leakage effect from land to sea. At the same time, cruises may generate word-of-mouth effects for the destination that actually increases hotel demand. We estimate a spatial panel data model of hotel demand at the municipal level for the period 2004 to 2014. To test the net impact of cruise ships on hotel demand we include arrivals of the number of cruise tourists. To better isolate the effect of cruises on hotel demand, the data only include hotel guests nights during the summer months since this corresponds to the cruise season. The results indicate a small leakage effect cruises on hotel demand. This indicates that the main economic contribution of cruises is to increase spending in other tourism sectors than the local accommodation sector.

ⁱ Western Norway University of Applied Sciences – Norway. Mail: Oddne.Skrede@hvl.no Web site: <https://hvl.no/en/employee/?user=2404897>

ⁱⁱ University of Stavanger – Norway. Mail: stveteras@gmail.com Website: <https://www.uis.no/article.php?articleID=77776&categoryID=11198>

Climate change and coastal tourism: a literature review of impact chains

Anastasia Arabadzhyaniⁱ, Paolo Figiniⁱⁱ

Environmental issues have firmly taken their place on today's public agenda. The discussion on potential impact of climate change is of particular importance for the tourism sector. The literature investigating the impacts of weather and climate on tourism is extremely diverse and heterogeneous across destinations of interest, methodological approaches and policy implications dimensions. Several studies have already provided a systemic overview of existing research from different perspectives.

This paper aims at contributing to this body of literature by providing a review that bridges purely practical climate risk assessment tools and current research in the field of tourism economics and management. Specifically, we investigate how well existing academic literature pins down the channels of influence of climate change on tourism, which are defined by Impact Chains (GIZ, 2017): a tool representing and summarizing the complex relationships between hazards, direct physical impacts, exposure and vulnerability – the components of risk in the AR5 report (IPCC, 2014). As a reference point we take Impact Chains developed within SOCLIMPACT project "DownScaling CLimate imPACTs and decarbonisation pathways in EU islands and enhancing socioeconomic and non-market evaluation of Climate Change for Europe, for 2050 and beyond", which are representative of the main channels of impacts of climate change on tourism in EU islands. We believe, however, that these impact chains could be to some extent applied to other destinations with similar economic and geographic features (economies with high dependence on the coastal and nature-based tourism).

The first part of this review describes the main concepts, principles and advantages of the Impact Chains approach in climate risk assessment. We then provide an extensive overview of existing studies that aim to pin down the effects represented by different links of the chains (channels) outlined. The concluding section summarizes our findings and defines which climatic risks, emphasized by Impact Chains analysis, are overlooked by the literature, thus setting agenda for the future research addressing the issue of impacts of climate change on coastal tourism.

ⁱ University of Bologna – Russia. Mail: anastasia.arabadzhyan@unibo.it

ⁱⁱ University of Bologna – Italy. Mail: paolo.figini@unibo.it

The Economic Impact of Tourism and its Relation to Economic Development; applying Input-Output analysis and Economic Growth Decomposition

Jeroen Klijsⁱ, Jack Peerlingsⁱⁱ, Bas Seumerenⁱⁱⁱ

This paper aims to measure the economic impact of tourism and analyse its development over time. To measure the impact we use Input-Output analysis applied on Input-Output tables for 43 national economies over the period 2000-2014. To analyse the development over time of the impact we decompose the share of tourism in GDP and employment. Next, we apply a random effects econometric model and country specific regressions to investigate the development over time of these indicators. We find that in the 43 countries the relative economic impact of tourism has decreased over the period 2000-2014. However, when we look at the time period of 2008-2014 we find an increase in relative impact signalling the effect of the financial crisis and its aftermath. Furthermore, the countries with the lowest GDP per capita are more likely to show an increase in relative impact of tourism.

ⁱ Breda University of Applied Sciences – Netherlands. Mail: klijs.j@nhtv.nl

ⁱⁱ Wageningen University and Research – Netherlands. Mail: jack.peerlings@wur.nl

ⁱⁱⁱ Wageningen University – Netherlands. Mail: bas.vanseumeren@wur.nl

Estimating economic impacts using big data: an application to dynamic pricing in the accommodation sector

Anastasia Arabadzhyanⁱ, Paolo Figiniⁱⁱ, Laura Viciⁱⁱⁱ

It is clear that for highly weather-sensitive destinations, such as ski resorts and “Sea, Sand & Sun” destinations, weather plays a key role in hotels’ planning, marketing and also revenue management strategies. In this paper we aim at uncovering the impact of weather conditions and weather forecasts on accommodation prices in several types of destinations: island leisure destinations (Sicily, Sardinia, Corsica); mainland coastal areas (Riccione and Jesolo – two important Italian destinations); cultural destinations (Venice); business destinations (Milan), using high-frequency data on accommodation prices from Booking.com, and weather forecasts from popular online providers: accuweather.com, ilmeteo.it, and weather.com.

The main result of our study suggests that there is a significant impact of weather forecasts on the prices offered in 3S destinations: forecasted precipitation has a negative impact on accommodation prices. However, this is mostly true for short-term forecasts (up to 3 days), while for more long-term projections (up to 10-15 days) the effect is insignificant: such projections are typically characterized by very low accuracy levels, and therefore, are not changing the information set of neither hotels nor tourists, and do not affect their decision-making. In contrast to hotels in the coastal areas, the ones located in a business destination appear to be insensitive to weather forecasts, while there is mixed evidence for the cultural destination.

In addition, we also find that actual weather conditions (which might be considered useful proxies for long-term climate changes, as heat waves, storms, etc.) affect prices set by hotels, although in a complex way, and results are not robust to different types of destination. Finally, hotels that provide a variety of extra services are more robust to weather-related factors, thereby decreasing the price offered by a significantly lower amount than those which do not offer any additional entertainment or leisure options to visitors.

A straightforward policy implication of this finding is to suggest hotel management implementing various types of measures to hedge against weather risks, according to where they are located: differentiate the bundle of additional services offered to guests, consider different insurance possibilities, or revise last minute cancellation policies.

ⁱ University of Bologna – Russia. Mail: anastasia.arabadzhyan@unibo.it

ⁱⁱ University of Bologna – Italy. Mail: paolo.figini@unibo.it

ⁱⁱⁱ University of Bologna – Italy. Mail: laura.vici@unibo.it

Millennial tourists: Understanding Customer Journey and ICTs Habit of Use

F. Andrea Gutauskasⁱ, Marina Zanfardiniⁱⁱ

Millennial generation (or Generation Y) is composed of individuals born from 1982 to 2000 (Pendergast, 2010). There are approximately 1,300 million of worldwide millennials which represent 26% of the global population (OIJ, 2017). Its consolidation as the most numerous generation in the world brings with it a series of economic, social, cultural and political consequences. Their lifestyle and patterns of consumption are causing major changes in all aspects of society, which also specifically covers tourism.

Millennials do most of their diary activities by the use of mobile devices to be online, and they love travelling and having good experiences in their trips (Ceballos, 2017). The understanding of their 'customer journey' (Lemon & Verhoef, 2016) when consuming tourism services and destinations is certainly important, especially due to the crucial role that the Information and Communication Technologies (ICT) have in their lives.

The UNWTO (2014) defines the customer journey as a cycle of thoughts, decisions, and actions taken by the visitor before, during and after their visit to a destination. It includes several actions in the three phases as: customer intent, dream and plan (prepurchase phase), booking and buy (purchase phase), and experience, reflect, share and return (postpurchase phase) (Lemon & Verhoef, 2016).

In this context, the aim of this research was to describe millennials' customer journey from Alto Valle de Río Negro y Neuquén. We applied an online survey during March to July of 2018 about tourism consumption to 303 residents of Neuquén, Cipolletti and General Roca aged from 18-35.

Results show that millennials prioritize online comments of other travelers (eWOM) as well as references of relatives for searching information. When purchasing their trips they use providers' web sites (hotels, airlines, etc.) for booking and buying, followed by the online travel agencies (OTAs).

Laptops are the most used devices during the pre-purchase and purchase phases, followed by the smartphones. However, some millennials that use smartphones when planning their trips sometimes don't finish the purchase process with them. Indeed, they do it on their laptop.

On the other hand, the use of smartphones is a habit for millennials during postpurchase phase. They automatically share their travel experiences mainly at Instagram and Facebook.

Finally, and considering that half of the sample had a job, the price was a determining factor when purchasing phase. As they are initial workers with moderate incomes, travel financing resulted crucial.

ⁱ Facultad de Turismo - Universidad Nacional del Comahue – Argentina. Mail: andregutauskas@hotmail.com Website: <https://www.linkedin.com/in/mg-andrea-gutauskas-01808739/>

ⁱⁱ Facultad de Turismo – UNCo – Argentina. Mail: mzanfard@gmail.com Website: https://scholar.google.com.ar/citations?hl=es&user=RW_5qyUAAAAJ

Tourism and Economic Growth in Small Islands economies: Evidence from Non-linear Threshold Models

Perrain Davidⁱ, Jean-Pierre Philippeⁱⁱ

Since Balaguer and Cantavella-Jorda (2002), lots of studies have tried to support the hypothesis that tourism can promote economic growth. Indeed, a tourism-led growth hypothesis would postulate the existence of various arguments for which tourism would become a main determinant of overall long-run economic growth.

However, this hypothesis depends on the benefits of tourism development outweigh negative externalities. In other words, tourism development does not always bring about economic growth. Few studies highlight uncertainty about the real effects of tourism over the long term and the digressive economic impact of tourism (Adamou & Clerides, 2009; Po & Huang, 2008; Chang, et al., 2010; Figini & Vici, 2010; Wang, 2011). Tourism becomes gradually less dynamic and leads on stagnation or decline. In fact, this activity follows a "product life cycle". This idea was highlighted by Butler (1980) which developed a model describing the different stages or regimes involved in the development of a tourism destination: the tourism area life cycle (TALC). At last, some theoretical studies highlight the negative externalities generated by tourism and even mention the possibility of deindustrialization, a contraction of well-being and impoverishment. (Copeland, 1991; Chen & Devereux, 1999; Hazari, et al., 2003; Nowak, et al., 2003; Brida, et al., 2009; Chao, et al., 2006; Schubert & Brida, 2008) as it is described in the Dutch disease literature. Therefore, the link between tourism and growth remains ambiguous and suggests that it should be non-linear.

These issues are at the heart of tourism strategies for islands, because most of them are dependent on tourism for their development. Indeed, in worldwide, many small islands, already affected by several vulnerabilities (small market size, transport cost, etc.), could see their situation get worse by tourism negative externalities.

The aim of this paper is to analyze the empirical relation between tourism and economic growth for 46 small island economies using two different ways. First, contrary to the traditional studies which mobilize linear models, we apply the threshold test developed by Hansen (1999) to standard growth regressions in order to capture a non-linear effect of tourism on growth. Secondly, we use a maximum likelihood estimation of dynamic panel threshold model (ramirez-Rondan, 2013) to take into account the convergence effect. Moreover in order to characterize the different thresholds, their numbers and the associated regimes, we use three variables: the number of tourists, the tourist receipts and the tourism penetration index (TPI). The TPI provides an overall measure of economic, social and environmental impact in small islands (McElroy & de Albuquerque, 1998).

Our results confirm a non-linear effect of tourism on growth. The choice of TPI as tourism variable allows identifying two regimes. In the first one, tourism has a higher impact on economic growth when the TPI is lower. However, its impact decreases when TPI exceeds 0,30. Doing so, this paper helps to define the conditions under which tourism development could exhibit a positive influence on economic growth in the long term.

ⁱ University of Reunion Island – Reunion. Mail: perrain_david@yahoo.fr

ⁱⁱ University of Reunion Island – Reunion. Mail: pjp@philippejeanpierre.fr

What makes up the destination image of Iran? A stakeholder's view

Aline Flückigerⁱ, Peter Vargaⁱⁱ, Yong Chenⁱⁱⁱ

Iran is perhaps among the most misperceived destination countries in the world due to its splendid cultures that are mingled with political turmoil in recent decades. Academic research has focused on tourism development in Iran, yet little is known about how Iran is perceived by various stakeholders, especially tourists who have been in the country. This study aims to examine the composition of the image of Iran as a tourist destination as well as its attractiveness.

We analyzed data collected from 129 tourists who have visited to Iran and from 18 interviews conducted with tourism experts, including Iranians, both in 2018. The structure of the survey and interviews were based on a competitiveness framework developed by Pike and Page (2014), which specifies eight factors, namely attractive environment, profitable industry, positive visitor experiences, investments in new product development, sustainable community, supportive host community, ease of access, and effective organization.

We found that culture, people and landscape are Iran's most attractive factors whereas the importance of the people alternates from before to after the trip. In addition to the eight factors, we deduced media representation and promotion as a crucial factor to be assessed when analyzing the destination's competitiveness. Iran's competitiveness cannot be unconditionally established due to insufficient governmental effort, which ended up with inaccessibility of the country by international tourists. We further analyzed the destination image of Iran using sentiment analysis. We found a significant discrepancy between the scores of destination images perceived by tourists before and after their trip. These findings underline the importance of the interconnectedness of media representation, competitiveness and destination image. We conclude that Iran's competitiveness as a tourist destination depends much on the improved performance and organization of various Iranian tourism sectors.

ⁱ Ecole hôtelière de Lausanne, HES-SO // University of Applied Sciences Western Switzerland – Switzerland. Mail: aline.flueckiger@ehl.ch

ⁱⁱ Ecole hôtelière de Lausanne, HES-SO // University of Applied Sciences Western Switzerland – Switzerland. Mail: peter.varga@ehl.ch

ⁱⁱⁱ Ecole hôtelière de Lausanne, HES-SO // University of Applied Sciences Western Switzerland – Switzerland. Mail: yong.chen@ehl.ch

Tourism and Inequality: The role of institutions

Sandrine Nobletⁱ, Antoine Belgodereⁱⁱ, Sauveur Giannoniⁱⁱⁱ

A growing literature emphasizes the role of tourism in enhancing economic growth performances (Paci & Marrocu, 2014). Furthermore, tourism development has significant distributional effects. Some authors suggest that promoting the development of tourism is an effective tool to mitigate inequalities (Lv, 2019). Conversely, some studies conclude that tourism tends to increase the degree of inequalities (Soukiazis & Proença, 2008). We argue that the existence of land rents is a major transmission channel of the effects of tourism on the economy. Therefore, tourism is going to be an effective poverty alleviation tool only in the presence of inclusive institutions. This hypothesis is empirically tested on a panel of countries.

ⁱ University of Corsica – France. Mail: noblet_s@univ-corse.fr Website: <http://umrlisa.univ-corse.fr/spip.php?article164>

ⁱⁱ University of Corsica – France. Mail: belgodere@univ-corse.fr Website: <http://umrlisa.univ-corse.fr/spip.php?article182>

ⁱⁱⁱ University of Corsica – France. Mail: giannoni@univ-corse.fr Website: <http://umrlisa.univ-corse.fr/spip.php?article181>

What remains from vacations? Relevance and value of vacation memories

Rico Maggi, Eva Vroegopⁱⁱ

“Some of the most important benefits of a trip are precisely the memories one brings back”, is argued by two economists discussing the relationship between utility and happiness (Kimball & Willis, 2006). This paper presents empirical research based on a representative standing panel of the Swiss population (n=1003) and contributes to the literature inquiring the relevance and value of vacations memories along three dimensions: Satisfaction With Life (SWL), Revisit Intention (RI), and Willingness To Pay (WTP).

Regarding SWL, we argue that the vacation memory is relevant for individuals' SWL, because people tend to remember or are reminded of their past vacations regularly (Kim, 2018). Life satisfaction immediately after the trip positively depends on trip experience (Sirgy et al., 2011). Heterogeneity was found in the relation between vacations and Quality Of Life (QOL) in a standing panel of 1000 observations (Dolnicar et al., 2012). A review of studies on the issue confirmed the relevance of vacations for QOL (Uysal et al., 2016). Our empirical strategy consists in using the 10-item Brief Inventory of Thriving (BIT) developed by Su, Tay, and Diener (2014) at the beginning of the survey, when respondents only know that the survey regards vacations. A second SWL evaluation using the 5-item scale (Diener et al., 1985) is completed towards the end of the survey, when respondents have been considering at length a spontaneously remembered vacation. In doing so, we can distinguish the relation between SWL and vacations in general from the relevance of memories of a spontaneously remembered vacation for SWL. Using latent constructs for SWL, memorability and emotions, we demonstrate that SWL increases when respondents have been considering a spontaneously remembered vacation extensively with respect to the initial evaluation. The most significant covariates in our regression containing a number of control variables are the memorability of the vacation, the time in the past of the remembered vacation, and the emotions evoked when thinking of this past vacation. We tested the robustness of our findings performing ordered logistic regression on single items of the SWL scales. This part of our paper thus sheds additional light on the intricacies of priming in SWL and happiness surveys.

If vacation memories are relevant for SWL, then we should find evidence for their impact on behavior. Therefore, in a second part of our research we are searching evidence on the WTP for vacation memories as well as their impact on RI. We assume that individuals derive memory utility (a concept proposed by Gilboa, Postlewaite & Samuelson, 2016) from vacations, and hence are willing to pay for memorable vacations, thus accumulating future utility over time. Memory utility implies that consumption at time t depends not only on current utility, but also on future utility derived from the memory of C_t (Bao, Dai & Yu, 2018). As an empirical test, we regress the expenditure per day of the remembered vacation on the same set of variables as above, and indeed find that the farther in past the remembered vacation, the higher c.p. the expenditure. Moreover, memorability and emotions significantly influence expenditure. In a next step, we will have to corroborate this first evidence distinguishing different types of vacations, and identify the marginal

ⁱ University of Lugano (USI) – Switzerland. Mail: rico.maggi@usi.ch Website: <http://usi.to/ewu>

ⁱⁱ University of Lugano (USI) – Switzerland. Mail: eva.vroegop@usi.ch Website: <http://www.linkedin.com/in/evavroegop/>

WTP for single memorability items. Our analysis of the RI confirms the results of Kim (2018), who finds that Memorable Tourism Experiences (MTEs) are the most influential determinant of behavioral intentions, such as RI (RI: $\beta=.46$; WOM intention: $\beta=.39$). We add new evidence concerning memorability in terms of the time in past, interpreting it as further evidence for the existence of a memory utility of vacations (Gilboa et al., 2016).

Future research will consider integrating the SWL, WTP and RI, analyzed separately in this paper in a structural equation model.

Free destination cards that include free public transportation: effects on tourists' behaviour from a Swiss case study

Stefano Scagnolariⁱ, Igor Sarmanⁱⁱ

Marketing Organizations (DMOs) commonly issue destination cards in collaboration with tourism stakeholders in order to provide tourists with a package of services that are offered at a lower total price than the cost of paying for each service individually. This paper explores and discusses effects and implications - at regional level - of implementing a particular version of destination card - the Ticino Ticket - on regional economic development and destination sustainability. In short, the Ticino Ticket is a free card implemented in 2017, and still in place, that allows tourists that are staying overnight to freely use the entire public transport network at no cost, and to get discounts on a selection of the main tourist attractions.

Nowadays, tourist cards are a quite popular mean of promotion among Destination DMOs and the motivations for their development include i) adding value to the touristic experience, ii) increasing the usage of tourism services and iii) valorizing minor or less visited attractions. Furthermore, the existing literature on tourist cards shows, among others things, that destination cards are useful to distribute visitor flows and to promote a more extensive travel throughout the destination.

In addition to the tourism sector's perspective, the need for sustainable transport practices that include tourists' mobility has become urgent because of the increasing congestion and pollution in several tourism destinations worldwide. Public transport is usually promoted as part of the solution due to its multiple economic, environmental and traffic benefits. Nevertheless, encouraging a modal split in favor of the public transport is not an easy task.

In order to analyze the influence that including free public transportation in a tourist card has on regional development and destination sustainability, Ticino and its card represent an interesting case study because of the geographical context: there exist very few examples in the world where free public transportation for tourists is extended to a regional level. Furthermore, the challenges that the local DMO is facing can be similar to those of many mature tourist destinations: local tourism organizations are trying to reverse the trend toward shorter stays, as well as enact actions to increase total arrivals.

For this research, four different datasets have been merged and analyzed: i) a list of hotels, campsites and hostels that distributed the card, ii) the managerial data related to all the tickets distributed through the dedicated online platform, iii) the attractions/activities data collected through the scan of the tickets, and iv) the questionnaire data collected through a survey on a sample of card users. In particular, the survey has been developed in order to cover some of the aspects that it was not possible to measure from the other managerial data such as the transportation alternative used by tourists to reach the attractions and the impacts of the card on their mobility choices.

ⁱ Università della Svizzera Italiana – Switzerland. Mail: stefano.scagnolari@usi.ch

ⁱⁱ Università della Svizzera Italiana – Switzerland. Mail: igor.sarman@usi.ch

Preliminary results on the data collected in 2017 and 2018 show an increase in the adoption of public transport, in tourists' awareness of the attractions and activities in the region and, more in general, in the distribution of tourism benefits across the region.

The Micro and Macroeconomic consequences of Brexit on Tourism

Adam Blakeⁱ

Analysis of the UK's exit from the European Union ('Brexit') has depended on modelling the different possible scenarios of how Brexit might happen, from the UK re-applying to become a member of the customs union and staying in the single market (a 'soft Brexit') to a simpler relationship with a free trade agreement (a 'hard Brexit') to leave without a free trade agreement (a 'no deal Brexit'), or a more complex relationship with elements of customs union or single market rules but not being a member of either. At different times during the UK's referendum campaign in 2016 and during the three years since, different studies have examined the impact of different scenarios Brexit on the UK economy (e.g. Dhingra, Ottaviano, Sampson and van Reenen, 2016; Emmerson, Johnson and Mitchell, 2016; Sampson 2017; Vandenbussche, Connell and Simons, 2017) and the EU27 economy (European Parliament, 2017). Across all these studies, all of the scenarios demonstrate a reduction in GDP and employment, with the more damaging scenarios ('no deal' and 'hard') being those that create the more trade barriers between the UK and the EU27, even in the UK Government's own analysis (HM Government, 2017).

Tourism in the UK is likely to be affected by Brexit through three channels: regulatory changes, labour market effects and macroeconomic impacts. Regulatory impacts will affect tourism in several different ways (ABTA and Deloitte, 2016 considered those that affect outbound tourism from the UK), including through the removal of the UK from the package travel directive, the timeshare directive, and the tour operators' margin scheme as well as the potential application of tourist visas and the implications of withdrawal from the EU aviation single market. Labour market effects will come about through the ending of freedom of movement of labour between the UK and the EU27, with hospitality being the sector that relies the most on employing migrants from the EU27. Macroeconomic effects include a potential fall in, or slowdown in growth of, GDP in the UK and throughout the EU27 as well as exchange rate and inflation rate impacts.

This paper uses a computable general equilibrium model of the UK economy to examine the relative sizes of impacts through these channels, and compares how the UK tourism sector will be affected under different scenarios. There are potential gains to the UK tourism sector, particularly through exchange rate effects, but other reasons, such as a reduction in GDP growth, to expect that the sector will be badly affected. The combination of modelling the effects through the three channels allows the total impact of Brexit on tourism to be examined, as well as the relative importance of the three channels.

ⁱ Bournemouth University – United Kingdom. Mail: ablake@bournemouth.ac.uk

Urbanization and Survival of Tourism Firms

Ursula Landazuriⁱ, Oddne Skredeⁱⁱ

Increasing urbanization and centralization may affect peripheral tourism firms negatively. In this study we analyze survival of over 9 500 registered Norwegian tourism-related firms. The data period stretches from 2003 to 2013 and the firms are distributed spatially across urban and rural areas. To investigate survival we apply the Kaplan-Meier estimator and the Cox proportional hazards regression model. The semiparametric Cox model estimates the relative impact of covariates on the hazard ratio of tourism firms' survival function. Among the covariates, we include both firm-specific characteristics and destination-specific characteristics.

Unlike existing duration studies of tourism firms our extends beyond the accommodation sector by also including transportations services, tourism agencies, cafés and restaurants, theme parks and more (see e.g. Baum & Ingram, 1998; Gémar, Moniche, & Morales, 2016; Kaniovski, Peneder, & Smeral, 2008; Lado-Sestayo, Vivel-Búa, & Otero-González, 2016). We include covariates on tourism agglomeration to investigate whether they influence survival. The estimated results support that urbanization positively influences survival of tourism firms to the detriment of tourism firms located in rural areas. Another result is that fragmentation in terms of higher number of firms with smaller number of employees increase the hazard ratio for failure. Policy implications of these results are discussed in the paper.

ⁱ University of Stavanger – Norway. Mai: ursula.landazuri-tveteraas@uis.no

ⁱⁱ Western Norway University of Applied Sciences – Norway. Mail: Oddne.Skrede@hvl.no

Brand diversification and hotel performance in the Texas lodging industry: the moderating effects of ownership and location

Yoo Ri Kimⁱ, Shih-Chuan Linⁱⁱ

Introduction

Brand diversification is one of the commonly implemented strategies in the lodging industry, especially in the current ever-increasing competitive environment (Tang & Jang, 2010). For example, Hilton operations four brands in the full-service lodging, four brands in limited-service and two brands in luxury, in total of ten brands (Wang & Chung, 2015). Such diversification is beneficial for hotels as it creates entry barriers and reduces competition by crowding out the competitors in the market (Bordley, 2003). However, firms with different ownership structures have been found to demonstrate different behaviours affecting the relationship between diversification strategy and performance. Ownership structure indeed affects firms' governance, marketing strategies and firm performance (Chen & Yu, 2012). Although it clearly influences the effect of diversification strategies, very few studies have been examined to understand the moderating effect of ownership on the relationship between brand diversification and hotel performance. In addition, when a hotel chooses to diversify its brand and needs to locate its potential new hotel(s), the factors that are considered and affect the performance of hotels have not been clearly investigated. Thus, understanding the implications of a hotel's locality can provide strategic insights in brand diversification and location to enhance performance.

Empirical research on the impact of brand diversification and hotel performance is relatively limited compared to other forms of diversification strategies, such as geographic (Kang & Lee, 2014), product (Yang, Cao & Yang, 2017) and segment diversification (Lee, Xiao & Kang, 2011). Additionally, there is no research found to this date that further examines the relationship between brand diversification and hotel performance in light of ownership structure and location. Therefore, this paper aims to fill in this gap by examining the relationship between brand diversification and hotel performance and the subsequent moderating effects of ownership and location in the Texas lodging industry.

Literature Review

Brand diversification refers to when a firm operates its business with multiple brands to serve the same and/or different markets (Bahadir, Bharadwaj, & Srivastava, 2008). Brand diversification is beneficial for hotels as it creates entry barriers and reduces competition by crowding out the competitors in the market (Bordley, 2003). This allows hotels to enlarge their market shares and gain price premiums, but also attract a greater consumer market by supplying the different needs and wants of the consumers. Thus, brand diversification is a popular strategy in hospitality to increase competitiveness and performance (Kang & Lee, 2014).

Past studies have concluded with mixed results on the brand diversification – some studies have shown positive effects of brand diversification on performance (e.g. Morgan

ⁱ University of Surrey – United Kingdom. Mail: yoo.kim@surrey.ac.uk

ⁱⁱ University of Missouri-Columbia – United States. Mail: slq4f@mail.missouri.edu Website: <https://sites.google.com/site/stanleysclin/>

& Rego, 2009) and others have showed negative results (e.g. Choi et al., 2011). Kang & Lee (2014) studied the moderating effect of brand diversification on the relationship between geographic diversification and hotel performance and showed insignificant effects of brand diversification on hotel performance, but positive effects of brand diversification as a moderator. Despite this study aimed to test the effect of brand diversification in a consistent hotel dataset, its direct and indirect implications on performance are still debatable. The mixed findings from past literatures indicate a strong need for further research on the effect of brand diversification on firms' performance.

Ownership structure, i.e. chain-affiliated vs. independent, has been identified as one of the most critical factors affecting hotel performance (Xiao, O'Neill & Mattila, 2012). A brand is not just a product. The physical components and the intangible attributes of a hotel brand may distinguish a brand from a product. Chained hotels outperform independent ones partly due to their brand reputation and quality guarantee. Evidence have shown that hotel chain units attract guest with brand familiarity and lower perceived risks, which suggests the potential effects on brand diversification (Ingram, 1996; Chen & Yu, 2012). In contrast, independent hotels have small business scale and no brand affiliation, which often generates poor performance (O'Neill & Carlback, 2011). As a result, chains generate economies of scale in the reduction of costs and the structure of chains may heighten demand by the development of reputations.

Empirical studies have found that ownership structure can influence a diversification strategy and ultimately firm performance (Denis et al., 2002). Hoskisson et al. (2005) examine that inside owners, such as family owners, or outside owners, such as financial institutions, are more likely to have a different influence on the diversification-performance relationship. George (2007) further claims that the holdings of shareholders moderate the relationship. However, there is no research conducting the ownership in the difference of brand-affiliated and unaffiliated hotels. Studies in the context of the lodging industry are also minimal, especially in understanding the moderating effect of ownership on the relationship between brand diversification and hotel performance.

When hotels diversify in their brands, the location of the new hotel establishments is also crucial for performance. Kang & Lee (2014) have argued the importance of brand location on hotel performance, and there are numerous literatures that highlight location as a key factor of firm performance but also the tourists' hotel location decision (Yang, Luo & Law, 2014). Brand diversification can draw customers to specific locations, which implies that hotel location strategies are essential to determining demand and revenue and succeed in the competition (Yang, Cao & Yang, 2017). Wang & Chung (2015) argued that location and brand coverage are critical aspects of hotel performance as goods and services are produced at the point of customer interaction and customer enjoy the brand experience at a specific location. The authors found brand location having a significant impact on financial performance, which supports Kang et al. (2012) and Kang & Lee (2014).

In addition, chain hotels invest to make a location more competitive and attractive, which increases the overall hotel demand in that area (Silva, 2016). Thus, nearby hotel units can benefit or lose from chain hotels via spillover effects (Yang & Mao, 2017). Hotels in proximity can benefit from agglomeration effects, where both demand- and supply-side spillover effects can engender improved hotel performance. For example, chain hotels can reduce search costs for tourists and attract more demand via their well-recognised

brand names and effective marketing that can penetrate to the potential market (Chung & Kalnins, 2001). Such hotels can generate brand-specific knowledge transfers within their affiliated hotels, which can enhance performance (Dahlstrom et al., 2009). However, these effects can increase competition and market saturation leading to a reduction in performance (Yang & Mao, 2017). Yet, there are no studies found that looks at the relationship between location and brand diversification and hotel performance together.

Hypotheses

Based on the literatures, the following hypotheses will be tested to examine the relationship between brand diversification and hotel performance.

Hypothesis 1. Brand diversification has a positive relationship with hotel performance, such that hotels perform better with a high degree of brand diversification.

Hypothesis 2. Chain-affiliated hotel positively moderates the relationship between brand diversification and hotel performance such that chain-affiliated hotels perform better with a higher degree of brand diversification.

Hypothesis 3. Distance to the nearest rival positively moderates the relationship between brand diversification and hotel performance, such that hotels that are more distant to the rival perform better with a high degree of brand diversification.

Method

Data from the State of Texas Comptroller's Office, a public hotel tax file, will be used for this research. This data contains all hotels operating in Texas at some point between 2000 and 2018, including the owner's name and address, the hotel's name (including any brand affiliation), address, capacity, revenues, and entry and exit dates.

A panel regression model is proposed to test Hypotheses 1 to 3 using the panel data set of chain hotel establishments in Texas from 2000 to 2018. The dependent variable, hotel performance, is measured by revenue per available room and the key explanatory variable of interest, the degree of brand diversification, is measured by the Herfindahl index. The moderating variables to test hypotheses 2 and 3, are: ownership, which is measured as a dichotomous variable with 1 equal to chain-affiliated hotel and 0 equal to independent hotel, and distance to the nearest rival, measured in kilometres (km). Control variables, which accounts for hotel performance, are: hotel age which measures the experience of the hotel, the number of rooms which measures the hotel size and the density of chain establishment hotels within a 2 km radius, which proxy agglomeration effects.

Conclusion

Given the mixed and inconclusive effects of brand diversification on hotel performance and the lack of research on understanding brand diversification and ownership structure and location, this research aims to provide strategic insights on brand diversification and the moderating effects of ownership structure and location on hotel performance in the Texas lodging industry.

A multivariate prediction copula model to characterize the expenditure categories in tourism

Leonardo Morenoⁱ, Gabriel Bridaⁱⁱ, Bibiana Lanzilottaⁱⁱⁱ, Florencia Santiñaque^{iv}

The aim of this article is to introduce a multivariate statistical model that represents the expenditure of tourists disaggregated by categories. The model is used to study the distribution of the expenditure of cruise passengers in Uruguay, using data of the 2016–2017 cruise season survey (collected by the Ministry of Tourism of Uruguay). Given the mixed distribution in each component of the main variable, the model is implemented in two stages and using copulas to obtain a conditional distribution of the different items of expenditure, characterizing the dependence between them. The empirical results show that the key variables that determine the average spending of cruise tourists are their residence and the port of arrival of the cruise. The parameters representing dependence of the copula show little association between the different categories of expenditure, in particular for cruisers disembarking in Montevideo. In addition, it can be noted that the expenditure pattern in each item shows time dependence.

ⁱ Universidad – Uruguay. Mail: mrleo@iesta.edu.uy

ⁱⁱ Universidad – Uruguay. Mail: gbrida@ccee.edu.uy

ⁱⁱⁱ Universidad – Uruguay. Mail: bibiana.lanzilotta@gmail.com

^{iv} Universidad – Uruguay. Mail: florsanmes@gmail.com

Analysis of PCA with georeferenced data. An application in the tourism industry.

Laura Lunaⁱ

The spatial analysis of the tourism characteristic activities allows us to generate information about the structure of tourism industry, which is necessary for decision making. In this work, tourism characteristic activities in the departments of Córdoba were mapped. The methodological innovation lies in the generation of statistics for multidimensional spatial data. Multivariate methods with and without spatial restrictions were studied and compared in their performance in the application context. The comparison showed that the spatial principal components analysis (MULTISPATI-PCA) yielded a higher degree of spatial structuring of the components that summarize tourism activities than principal components analysis (PCA). The maps of the summarized variables showed a higher level of structure with MULTISPATI-PCA. Departments were classified according to the participation of tourism activities in the value added of tourism using the spatial principal components obtained as input of the cluster fuzzy k-means analysis. Finally, a mapping was performed based on the participation of the tourism value added in the gross regional product of the different departments and the variations in the participation of the different activities that make up the aggregate was analyzed for the period 2001-2014.

ⁱ Facultad de Ciencias Económicas - Universidad Nacional de Córdoba – Argentina. Mail: lauraisabel.luna@gmail.com

On measuring the effects of Catalan political conflict on inbound tourism to Spain

Julio A. Afonso-Rodríguezⁱ, María Santana-Gallegoⁱⁱ

The tourism sector is highly sensitive to political instability and safety issues. However, it is also a resilient sector that easily recovers after the shock if the country manages to reverse its negative image in the international media (Liu and Pratt, 2017). The effect of political instability and violence on tourism has received a great deal of attention in the last years. This analysis has been addressed from both a single country perspective (Enders and Sandler, 1991; Enders et al, 1992; Feridun, 2011; Afonso-Rodríguez, 2017 or Lanouar and Goaid, 2019) or from a multi-country panel setting (Neumayer, 2004; Llorca-Vivero, 2008; Altindag, 2014 or Propawe, 2015).

Moreover, beyond the direct impact that political conflicts have on inbound tourism to the region, it should be considered that many potential visitors might shift their holiday trips to safer destinations after episodes of political instability. Therefore, safety and security issues in one destination can affect neighbouring regions since displacement and contagion effects of instability on tourism are also expected. However, only few papers have address those spillover effects (Drakos and Kutan, 2003; Bonham et al. 2006; Neumayer and Plumper; 2016; Perles-Ribes et al, 2016; Afonso-Rodríguez and Santana-Gallego, 2018).

This study investigates the effect of the Catalanian political conflict on inbound tourism to different Spanish regions. So, we explore the impact of the political instability on the tourism sector of Catalonia but also in other alternative destinations in Spain. This is an interesting case study since it provides an evaluation of the economic effect of instability that can be extrapolated to other scenarios of political instability such as the episodes in Turkey, Greece or Egypt or secessionist cases such as the Brexit process.

The Catalan separatist challenge has affected the international tourist image of Catalonia, which is sporadically reflected in public demonstrations of international resonance in streets. Indeed, according to Exceltur (2018), the profitability of Catalan tourist companies has continued to decline in the third quarter of 2018, with special incidence in the city of Barcelona. Specifically, 70.2% of Catalan tourism companies saw a decrease in their profits during the summer of 2018 compared to 2017, although this result is mainly influenced by the drop in the domestic demand. Catalonia welcomed about 19 million visitors in 2018, being the top international tourist destination region in Spain (23%) followed by the Balearic Islands (17%) and the Canary Islands (16%). Moreover, according to the National Institute of Statistics (INE), in 2017 the tourism sector represented a 12% of the regional GDP and a 12.5% of the regional employment. So, the industry is a relevant economic sector in Catalonia and, consequently, the political instability might have important implications for the Catalanian economy as a whole.

Although substantial nationalist movement seeking greater autonomy or even independence from Spain exists in Catalonia since the beginning of the twentieth century, we can date back the beginning of the current political conflict in 2010 when the Spanish High Court of Justice declared unconstitutional fourteen articles of the

ⁱ Department of Applied Economics and Quantitative Methods. University of La Laguna – Spain. Mail: jafonsor@ull.es

ⁱⁱ Department of Applied Economics. Universitat de les Illes Balears – Spain. Mail: maria.santana@uib.es

Statute of Autonomy of the region. Some of these articles were polemical since they advocated for the preference for the Catalan language, freed Catalonia from responsibility for the finances of other autonomous communities, and recognised Catalonia as a nation. This situation created a discontent in an important part of Catalan society since the citizens perceived the judicial ruling as a humiliation to the region. That generated a process that included two illegal referendums for independence and numerous protests and demonstrations in the street, many of them followed by confrontations and dramatic scenes of violence between the police and citizens. Table 1 presents a timeline with the most important dates of the Catalan separatist challenge.

After the raised of insecurity and instability in Catalonia, several foreign offices and embassies, such as the American and the British ones, issued travel alerts and warnings. Consequently, these warnings are expected to have an effect on inbound tourism to the region since the situation of uncertainty and instability prevent tourists to travel to the region. According to Exceltur (2018), the political instability in Catalonia mainly affects business and higher-spending tourists together with a lower national demand.

Table 1. Timeline of the Catalan separatists process (2010-2018)

28 June 2010 The Constitutional Tribunal strikes down part of the 2006 Statute of Autonomy of Catalonia after being declared unconstitutional

11 September 2012 Big demonstration with more than 1.5m participants during the Diada (the National day of Catalonia)

25 November 2012 After a snap election, the parliament provided support for a referendum on independence during the legislature

9 November 2014 The regional President organised an unofficial and illegal independence referendum on independence for the region. 81% vote for independence but the turnout was only 42%.

27 September 2015 Separatist parties win the regional election, which can be seen as a support to push for independence. Afterwards, the Catalonia's parliament adopts a resolution that supports independence but the Constitutional court revoked the bid to begin the separatist process.

9 January 2016 Following prolonged negotiations, the regional assembly chose separatist Carles Puigdemont to head government.

1 October 2017 Second unofficial and illegal independence referendum. There were confrontations between voters and police officers that left hundreds of wounded. 90% of voters supported independence, but turnout was only 43%

27 October 2017 Catalan Parliament voted in a secret ballot to approve a resolution declaring independence from Spain. The central government in Madrid takes charges and imposes direct rule (Article 155)

21 December 2017 The autonomous government was taken over and elections were held in Catalonia. The three pro-independence parties retained their control of parliament with a reduced majority

14 May 2018 Joaquim Torra is elected as president of the Catalan Government

1 October 2018 First anniversary of 1-O. The groups of supporters of the independence take center stage with actions of protest and pressure on the Government.

Moreover, it should be noted that two important events affecting tourism took place in Catalonia. Firstly, there were increasing episodes of tourism phobia that started during the summer of 2017 when protest about tourist overcrowding and the increase on the price of housing took place. Secondly, the terrorist attack of 17 August 2017 in Barcelona which left 16 people dead and more than 150 injured. However, although it seems clear that tourism sector in Catalonia has been affected by all these events, it is difficult to know whether the tourism drop is due to terrorism or political turmoil. In any case, those episodes as well as information about the Catalan separatist challenge attracted wide coverage in international media creating a feeling of uncertainty and insecurity and creating a negative image of Catalonia as tourist destination.

Two recent papers have already estimated the effect of the Catalan process on the tourism sector. Perles-Ribes et al (2019) estimate the short-term impact of the instability in Catalonia on international tourist arrivals and spending. They use monthly data to apply classical ARIMA univariate analysis and Bayesian estimation methods. Their results show that a decrease on tourist arrivals and spending during the final quarter of 2017 when the first methodology is applied although they found a not significant impact when the second methodology is used. Their dataset covers from January 2014 to December 2017, so as discussed by the authors, the lack of significance can be explained by the short period of time after the October 1/Oct events. Alternatively, Alvarez-Diaz (2019) also explore the effect of the 1/Oct episode and the subsequent instability in Catalonia by applying a counterfactual analysis based on forecast by SARIMA and NAR neuronal network. The authors estimate losses of €200 million from international tourism market and €27 million from the domestic market. Consequently, both papers obtained a large negative impact of the political instability on the tourism industry in Catalonia.

The main goal of this research is to provide an estimate of the effect of the political instability in Catalonia on the tourism sector in Spain. We focus on inbound tourism and we explore not only the direct effect on Catalonia but also whether displacement or negative spillover effect have been experienced in other Spanish regions. That is, we are also interested in studying if other regions are absorbing part of the displaced tourism from Catalonia or, conversely, they are suffering the negative consequences of the instability. We go beyond previous research since we explore the effect of the instability not only in Catalonia but also in other Spanish regions; we use a more up-to-date database that allow a better estimate of the impact of the post 1/Oct events and we use a completely different methodology.

To that end, we use monthly data on tourist arrivals, international tourism revenues and hotel occupation to Spanish regions as alternative proxies to tourism demand for different periods depending on the availability of data. First, the series of harmonized tourist arrivals corresponds to the period January 2000 to October 2018, while for the series of international tourism revenues we have data for the period January 2004 to October 2018, and the sample for the series of hotel occupation covers the period January 1999 to December 2018. For each of these series we perform several statistical analyses trying to identify the nature and characterization of the degree of persistence of shocks to the stochastic component underlying its generating mechanism.

Firstly, we use the exploratory difference in difference (DiD) analysis to the series of inbound tourist arrivals to Catalonia and other Spanish regions trying to quantify changes

in terms of the main key events during the process. This empirical analysis allows to explore one of the dimensions of the economic impact of the separatist challenges, i.e. the effect on the tourism industry. A better understanding of this economic consequence would allow policymakers and the stakeholders of the tourism sector to mitigate the adverse economic consequences of this conflict. Moreover, the methodology can be extrapolated to other episodes of instability that might affect the tourism industry such as the Brexit or the Arab Spring events.

At a second stage of the empirical analysis we use different inferential procedures for time series, both for the original and for the seasonally adjusted series. One common feature of all these monthly series is the strong seasonal behaviour, which is assumed to be of stochastic nature and possibly nonstationary. To study this basic characterization, we use the statistical testing procedures proposed by Taylor (1998, 2003), and Gil-Alana (1999). At a second stage, and for the long-run, or trending, component of each of these series (obtained by application of the X12-ARIMA procedure), we apply a battery of standard testing procedures for nonstationarity complemented by the tests of fractional integration proposed by Robinson (1994a, b) and Cho, et.al. (2015), and also the testing procedures proposed by Vogelsang (1999) and Perron and Rodriguez (2003) to detect statistically significant anomalous observations in its long-run, i.e. nonstationary or trending, component which could be connected with any of the relevant dates of the political conflict in Catalonia (interventions). According to the results of these analyses, we also use the score-based tests proposed by Abraham and Yatawara (1998) for the stationary transformation of the series for detection and classification of the outlier types.

On the basis of all these statistical procedures, we propose different possible explanations for the behaviour of these series related to the recent episodes of political instability in Spain and, particularly, in the Catalanian region.

Analysis of the economic competitiveness of tourist destinations based on the dynamics of the supply chain: The case of the city of Paraty – Brazil

Osiris Marquesⁱ, João Monteiroⁱⁱ

The concept of competitiveness has been used from different perspectives in scientific research. In the case of tourism, it has been used in the macroeconomic perspective, seeking to understand the capacity of the destination to attract tourists, and in the microeconomic perspective, aiming to evaluate the level of competitiveness of a tourism company or of a sector linked to the characteristic tourism activities. Despite the importance of studies of the supply chain in several economic sectors, the development of the theme in the tourism field is still quite limited (Zhang, Song e Huang, 2008; Sinclair & Stabler, 1997). In the literature the concept of the supply chain has been frequently used in the perspective of marketing (Buhalis, 2000; Middleton e Clark, 2001; Pearce e Schott, 2005; Pearce, Tan, e Schott, 2007; Stuart, Pearce, e Weaver, 2005), mainly investigating the distribution channels of the tourist services. This article intends to incorporate a new perspective to the concept of competitiveness, linked to the capacity of the destination to maximize the economic benefits generated from the expenditures made by tourists in the tourist destination economy. In order to do this, the concept of supply chain will be that derived from the analysis of the links of activities characteristic of tourism, as a way to evaluate the potential level of income retention of the local economy. In this sense, the present research aims to develop an index of competitiveness of the supply chain of tourism that indicates the percentage of the income of the destination is appropriated by the sectors that make up this supply chain and by the tourist destination as a whole. The methodology of this work is based on the identification of the agents and the key sectors that make up the destination tourism supply chain for the subsequent application of a survey with them. The objective is to measure the degree of economic interrelationships and the level of absorption of income generated along the chain. In summary, this article advances in the research related to the tourism supply chain with the construction of a metric of the economic benefits generated from the tourist expenses and the degree of internalization of the productive chain. To exemplify the use of this methodology, an empirical study will be conducted in the city of Paraty, located in the state of Rio de Janeiro / Brazil, where the competitiveness index of the production chain will be calculated and the results reported as part of the development of this methodology.

ⁱ Universidade Federal Fluminense – Brazil. Mail: osiris.marques@gmail.com

ⁱⁱ Universidade Federal Fluminense – Brazil. Mail: joaoedm@gmail.com

Economic impact of Tourism in Tierra del Fuego

Carlos A. Romeroⁱ, Leonardo J. Mastronardiⁱⁱ, Juan P. Tarelliⁱⁱⁱ, Martin Jacquet^{iv}

Tourism is an important source of income for the Argentinian economy, representing more than 5% of its GDP. This sector has been taking relevance throughout the last years for Tierra del Fuego, becoming a relevant employment generator for the region.

The aim of this paper is to quantify the impact of an increase in Tierra del Fuego's tourism while capturing both direct and indirect effects on the regional as well as the national economy.

The economic impacts associated with tourism in Tierra del Fuego are evaluated using different models: an input output model and a multi-regional computable general equilibrium model.

For this purpose, a regional hybrid SAM (RSAM) was built from different sources of information: i) Survey data from households, ii) Production surveys of tourism industry firms, iii) non-survey estimations of an Inter-regional input-output (IRIO) table, including additional data in order to improve its results.

The models include 16 sectors of which 6 are related to tourism (commerce, hotels, restaurants, tourism related transport and tourism related services), and considers 4 regions: the city of Ushuaia, the province of Tierra del Fuego, the rest of the country and the rest of the world.

The results show that: a) Under an extended IRIO the "tourism multiplier" lays between 0.595 and 0.606 for each additional dollar spent in tourism, b) When considering the CGE model, an increase of 2% in total demand causes a 0.30 % growth of the regional GDP while improving fiscal results of the provincial government, c) The results are sensitive to capital property and mobility (in regional terms).

Additionally, we use the results obtained from the models as input to perform a social cost-benefit analysis of public investment related to tourism infrastructure.

ⁱ Facultad de Ciencias Económicas, Universidad de Buenos Aires (UBA) – Argentina. Mail: carlos.adrian.romero@gmail.com

ⁱⁱ Universidad – Argentina.

ⁱⁱⁱ MacroConsulting SA – Argentina.

^{iv} Facultad de Ciencias Económicas, Universidad de Buenos Aires (UBA) – Argentina. Mail: jacquetm38@gmail.com

An inquiry on the determinants of emissive and receptive tourism in Argentina

Marcos Cohen Araziⁱ, Marcelo Luis Capelloⁱⁱ, Franco Vicoⁱⁱⁱ

The Argentine economy has experienced recurrent crises, many of which were originated in problems of consistency between fiscal, monetary and exchange rate policies. It can be said that a large part of the economic crises were related to balance of payments crisis. This phenomenon has implied a strong volatility in the flows of emissive and receptive tourism, which can be partially explained by the strong volatility in the value of the local currency.

However, there are numerous factors that can be considered determinants of both flows. Understanding the dynamics of tourism flows for Argentina is essential since this economic activity is considered one of the most important in its potential for the generation of genuine and sustainable jobs in the coming years. It should be borne in mind that the country faces nearly a decade of stagnation in the generation of quality jobs and has strong challenges of productive transformation, with tourism being one of the most competitive activities to achieve that goal.

Regarding emissive tourism flows, the following determinants have been preliminarily identified: nominal salary level before taxes, tax policy on incomes of individuals, exchange rate, availability of flights and rates, availability and cost of financing tourism, new developments of online platforms, demographic trends, among other factors.

In the case of flows of receptive tourism, preliminary determinants have been identified such as: competitiveness of the cultural and natural resources offered in Argentina, tax policy towards tourist activities and towards foreign tourists, salary level in main origin countries, availability of flights and tariffs, global interest in the tourist attractions of Argentina, demographic trends.

This research work is organized as follows: a deep theoretical and empirical literature review, analysis of available information and execution of explanatory econometric models of emissive and receptive flows, conclusions. Based on the identification of adequate explanatory models, it is expected to arrive at conclusions that allow establishing economic policy recommendations for Argentina and that may have, in some cases, sufficient generality to be considered in other emerging economies with potential to develop their tourism activity.

ⁱ National – Argentina. Mail: mcohenarazi@gmail.com Website: <https://www.linkedin.com/in/mcohenarazi/>

ⁱⁱ National – Argentina. Mail: marcapello@gmail.com

ⁱⁱⁱ National – Argentina. Mail: francodvico@gmail.com

“Current context of airline companies with regular operations within Argentina: Analysis of their capacity for innovation and plan their marketing strategies. Case study: Patagonia - Argentina”

Lorena Lombardoⁱ, Patricia Hernándezⁱⁱ, Fabiana Quadriⁱⁱⁱ

The Argentine commercial aviation, dates back to the beginning of the 20th century, with the company Aeroposta Argentina S.A., and later in the 50s with the formation of Aerolíneas Argentinas and Líneas Aéreas del Estado (LADE) of national capitals. Subsequently, deregulation at the end of 1980 led to the partial release of airfares, the authorization of non-scheduled domestic flights and international flights, and new concessions of routes for passenger and cargo transportation services to domestic and foreign companies, so the flag company was forced to compete in the market. In the 90's the Iberia group acquires the largest number of Aerolíneas Argentinas shares, the airports were privatized and frees the domestic flights and international air market while the bilateral agreements are relaxed.

Privatization, due to the economic-financial crisis of the year 2000, many state-owned companies go into the hands of private foreign companies, a clear example of this is Aerolíneas Argentinas, which remains in the hands of the Spanish group Marsans who, in addition to securing jobs, recovered some air routes suspended both domestic flights and international, renewed and expanded the aircraft fleet. It also encouraged the entry of new companies such as LAN, Andes and Sol Líneas Aéreas. At the end of 2010, Aerolíneas Argentinas was again recovered by the Argentine State.

In short, Argentina had a weak aerocomercial development due to the lack of bilateral agreements to increase frequencies with other countries and because the airlines that were in the country were hampered in their daily operation.

Added to this background, the latest statistics published by the ANAC, which indicates the degree of participation that companies presented during 2015 and 2016, considering the percentage of operations carried out throughout each year, show that in 2015 There were five airlines that participated in the regular domestic market: Aerolíneas Argentinas with a 49% share, followed by Austral by 27%, (together make 76% of the market) LAN by 19%, Sol by 4 % and Andes in 1%.

In this sense, this situation, which would soon be modified by the application of a development policy in the market of air transport services for the evolution of the country, in terms of regional, national and international connectivity, the generation of genuine employment and the re-distribution of income

Faced with this opening that commercial aviation in Argentina is currently having and considering this new business model "Low Cost ", it is essential to analyze how the market is composed in relation to new competitors and what marketing strategies to

ⁱ Facultad de Turismo- Universidad Nacional del Comahue – Argentina. Mail: lorenalombardonqn@gmail.com

ⁱⁱ Facultad de Turismo- Universidad Nacional del Comahue – Argentina. Mail: hernandez_patricia91@yahoo.com.ar

ⁱⁱⁱ Facultad de Turismo- Universidad Nacional del Comahue – Argentina. Mail: fabianaquadri@yahoo.com.ar

develop to capture to consumers, considering that their strategies depend on the innovation capacity of each company and the position they occupy within the market.

Socioeconomic causes and consequences of pilgrimage: a VAR approach to the Shrine of Fátima

Matheus Belucioⁱ, Glauber Eduardo Santosⁱⁱ, Marco Daniel Duarteⁱⁱⁱ, José Alberto Fuinhas^{iv}

INTRODUCTION

Pilgrimage is one of the oldest forms of tourism (Štefko et al., 2015) and one of the cultural and religious phenomena most common to human society (Collins-Kreiner, 2010). The sacred sites owe their urban and economic development to the growth of tourism and the arrival of pilgrims (Alvarado-Sizzo et al., 2017). Collins-Kreiner (2010) highlights several implications of pilgrimages, among them: political, economic, social, cultural and health.

The objective of this article was through the Vector Autoregressive (VAR) econometric model, to verify the existence of a causal relationship between economic variables (Gross Domestic Product, Population, Unemployment and Globalization) and the number of pilgrims who traveled to the Shrine of Fatima.

DATA

The number of official pilgrims of the Shrine of Our Lady of the Rosary of Fatima is counted through the various agents that are part of the structure of the sanctuary, namely Pilgrims Service of the Sanctuary and Service of Promotion and Preservation of the Environment. To ensure the consistency of the information used in this article, we obtained statistical information through the Service of Studies and Diffusion of another organ of the Sanctuary. The variable "pilgrims" includes the number of Portuguese and foreign pilgrims.

The Gross Domestic Product (GDP), Population, and Unemployment were obtained from the World Bank. The World Development Indicators (WDI) is the primary World Bank collection of development indicators, compiled from officially recognized international sources and for more information about Portugal (WorldBank, 2019). The GDP variable was used in Constant Local Current Units. To measure unemployment, we use the unemployment in percentage of total labor force and the population in its total value.

As a measure for the Portuguese globalization we used the statistical data of the KOF globalization index provided by Kof Swiss Economic Institute was used. This variable delimited the time horizon of the study due to its availability until the year 2015. In this way, the time horizon is the widest possible within the limitations of the variables.

When using econometric methods to understand only one city, region or country (as is the case), the number of statistical information is of great importance. In the time series literature, the more years the better the estimation and the reliability of the results. Our data comprise annual information from 1994 to 2015. For the VAR estimation, 21 years is a reasonable number of observations.

Three tests (KPSS, ADF and PP) were used to confirm the stationary character of the series, using the Bartlett and Newey-West Bandwidth spectral estimation method and

ⁱ University of Coimbra – Portugal. Mail: matheus.belucio@hotmail.com

ⁱⁱ University of São Paulo – Brazil. Mail: glauber.santos@usp.br

ⁱⁱⁱ Shrine of Fatima – Brazil. Mail: diretor.estudos@fatima.pt

^{iv} University of Coimbra – Portugal. Mail: fuinhas@fe.uc.pt

the Schwartz information criterion. The results strongly suggest stationarity in first differences, revealing that all variables are stationary in at least one of the possibilities tested: level or first differences; and in the presence of trend and constant, only constant or none).

The population variable was an exception and only showed good results (rejection of the null hypothesis at 5%) through one of the ADF tests, in first difference in the presence of the constant and trend. However, as the variation of the Portuguese population in recent years was not significant, it was preferred to extend the time horizon and test the stationary to verify the nature of the variable. Stability was obtained in all tests with the variable in first differences, reinforcing the good result of the ADF test.

The variables were transformed in first difference as suggested by the unit root and stationary tests. The results of the VIF statistic indicated normality, that is, there are no problems with multicollinearity. As the econometric prerequisites were met, the selection of the lags of the estimation was done, the Stata varsoc option was used with a maximum of 3 lags. The test indicated the ideal number of 2 lags for the model. This result can be observed through the AIC, HQIC and SBIC criteria, where the lowest value is found and highlighted with the "*".

RESULTS AND DISCUSSION

The results presented in this section consider the initial information suggested in the pre-tests performed earlier. In Table 6, it was chosen to present the general outputs of the Granger causality test, that is, the least parsimonious model. This test indicated the causal relationship between the variables, being presented the relations of the explanatory and control variables. A summary flow is made at the end of the table, where only statistically significant relationships are presented and facilitates the understanding of causal relations.

TABLE 1: GRANGER CAUSALITY RESULTS

Equation	Excluded	chi2	df	Prob>chi2
dlpil	dlgdp	15.285	1	0.000
dun		10.043	1	0.002
dlpop		0.0013	1	0.971
dkof		2.1607	1	0.142
ALL		15.694	4	0.003
dlgdp	dlpil	0.01959	1	0.889
dun		15.497	1	0.000
dlpop		48.568	1	0.000
dkof		7.8454	1	0.005
ALL		73.437	4	0.000
dun	dlpil	1.447	1	0.229
dlgdp		3.5824	1	0.058
dlpop		37.147	1	0.000
dkof		0.34448	1	0.557
ALL		42.641	4	0.000
dlpop	dlpil	2.6468	1	0.104
dlgdp		0.61308	1	0.434
dun		9.5976	1	0.002
dkof		0.00165	1	0.968

ALL	18.859 4	0.001	
dkof	dlpil	3.5181 1	0.061
dlgdp	0.26658	1	0.606
dun	0.00304	1	0.956
dlpop	8.3963 1	0.004	
ALL	10.607 4	0.031	

Note: dashed lines mean causal relationships of 5 or 10%. The other relations have a causality of 1%.

The model is accepted as endogenous, its statistical probability is 1%, except in the globalization variable that is endogenous in the 5% model. The trend was used as an exogenous variable, allowing in the estimation the phenomenon of stationary variables was captured, as suggested by the pre-tests.

The causal relations accepted statistically are: Unemployment and GDP cause pilgrimages to 1%, this being a unidirectional relationship. Pilgrimages have a one-way relationship with globalization at 10%. The control variable (population) showed a bidirectional relationship with unemployment and a one-way relationship with GDP.

These results also suggest that the wealth of the nation, economic well-being, the decrease in family income (mainly through unemployment) and that the processes of international openness are statistically related to the number of people traveling as pilgrims to the Sanctuary of Fátima.

The results indicate that there is a relationship between pilgrimages and economic variables; that is, in addition to the common factors that determine pilgrimages (Liutikas, 2017, Kato & Prozano, 2017), miracles (Higgins & Hamilton, 2016), historical (Štefko, 2015) and income (Shuo et al., there is influence of the economic variables in the decision process of the pilgrims. This result corroborates with Fuinhas et al. (2017) concerned with the understanding of the phenomenon of pilgrimages and with research in the area of tourism reveal that income can influence the decision of the tourist (Alegre et al., 2013).

Besides the variables tested here, other economic factors may be related to the number of visitors and pilgrims in the shrines and not only in the Catholic religion. Therefore, the importance of working together among the areas of tourism, economics, psychology and religion to seek to better understand the phenomenon.

The importance of the religious tourist to the city-sanctuary region is well-known. The consumption of goods and services warms the local economy, attracts public and private investment, and benefits from the state with tax collection to companies that operate the hotel sector, catering and the sanctuary itself as promoter of an end activity. Against the literature that shows tourism as a source of income for resident families and destination companies (Incera & Fernández, 2015).

The relationship with globalization (which is also composed of social and cultural indicators) grows as more international pilgrims reach Fatima. Revealing the importance of the results of the recent growth of the processes of globalization and of all possibilities in the exchange of information, which allows a better dissemination of the Sanctuary as a place of pilgrimage.

Encouraging Christians to know the "altar of the world" that attests millions of people every year, plus four popes in a little over 50 years may seem like an easy task, but it does require some care and a lot of thought. Events that explore religious tourism such as World Youth Days and spiritual retreats would attract people and would not jeopardize the nature and culture of the place.

The results allow the measures to be developed by regulators to consider the empirical basis established here. Tourism in central Portugal can benefit from regulations that promote Fatima as an international destination. Besides the possibility of measures in partnership with the Sanctuary to promote events that aim to attract more pilgrims and national and international visitors.

The study of the economic determinants of pilgrimages allowed us to empirically verify the relationship between the economy and the phenomenon of religious tourism. It is well known that the decision of the individual to travel to the Sanctuary of Fatima or to another sanctuary goes through the process of analysis of different factors and our results only indicate another area that can motivate the pilgrim's decision. Corroborating with the literature suggests that travelers have different motivations (Liutikas, 2017).

Robustness tests were applied to the model. Through the Wald lag exclusion, it is confirmed that the number of lags was assertive, with chi2 of 1% for all variables and for the model. The analysis of the eigenvalue indicated that the model is stable. The results of Jarque-Bera, Skewness and Kurtosis present results within the normality norm. With the execution of robustness tests and results within normality levels, it is confirmed that the proposed VAR estimation have statistical relationships that validate the obtained results.

Face-to-face Meetings and Foreign Trade: A Demand for International Business Travel

Troy Lordeⁱ, Mahalia Jackmanⁱⁱ, Simon Naitramⁱⁱⁱ, Antonio Alleyne^{iv}

Close communication, particularly in-person interactions, is essential for creating and maintaining business relationships, notwithstanding advances in communications technology (Harvard Business Review Analytic Services, 2016). Within this context, one of the most important considerations for international trade is face-to-face meetings. A direct link between face-to-face meetings and exporting can be found in various strands of research: the literature on incomplete contracts which assumes firms make relationship-specific investments (Antras, 2003); knowledge transfers, coordination and monitoring, which have a direct impact on the nature and growth of tasks trade and offshoring, depend on face-to-face interactions (Grossman & Rossi-Hansberg, 2008); and, the informative advertising literature, where “relationship-selling” is important for complex, bespoke products (Crosby, Evans, & Cowles, 1990). Yet, while it appears that in person communication between trade partners is essential for international trade, there is a dearth of empirical evidence to support this proposition as measures, for example, volume of phone calls, are unable to distinguish between communication for personal or business purposes. A solution to the problem presents itself when communication takes place in person across national borders, as there is an information trail provided by “business tourists” when they complete immigration forms for entry. This background provides a tourism context for investigation. The process begins with an exporter’s decision to undertake international air travel for trade-related reasons. When consumers have tastes for foreign goods, foreign export firms have an incentive to build, maintain or enhance their relationships with domestic importers to ensure the desirability of their products and secure greater export sales. Face-to-face meetings are costly, but allow the building of relationship capital necessary for greater exports. These face-to-face meetings may be expressed as a direct function of the volume of exports, relationship intensity of the traded goods, travel costs and other covariates. The latter describes international demand for face-to-face meetings, more precisely in this context, a derived demand for international business travel. This paper employs data on international business travel to Barbados to determine its responsiveness to changes in the scale and composition of imported goods. The results of this study have implications for tourism growth, international trade, and export promotion.

ⁱ The University of the West Indies, Cave Hill Campus – Barbados. Mail: troy.lorde@cavehill.uwi.edu

ⁱⁱ The University of the West Indies, Cave Hill Campus – Barbados. Mail: mahalia.jackman@cavehill.uwi.edu

ⁱⁱⁱ The University of the West Indies, Cave Hill Campus – Barbados. Mail: simon.naitram@cavehill.uwi.edu

^{iv} The University of the West Indies, Cave Hill Campus – Barbados. Mail: antonio.alleyne@cavehill.uwi.edu

Cultural tourism and accessibility

Candela Murciegoⁱ

Cultural tourism is about know different cultures.

According Anthropology there are differents types of cultural tourism such as cultures.

It's posible to identify differents subcultures in a city or urbanisation nuclations.

The historical and monumentals sites, -such as Government houses, churches, theatres and etc.-, are testimony about cultural identify processes local and regional.

Tourists are interest about architecture value of sites or there symbolic dimension, to consider about historic uses.

Sometimes the sites could are provides such as tourist attractions and to includes in cities's promotional material and touristic itineraries. The autoguide itineraries are frequently.

This paper to propose think about relation inter service quality, accessibility, cultural tourism, because day to day more people with disability become in tourist or visitors.

ⁱ Argentina. Mail: candelamurciego@gmail.com

Exploring the linkages of the regional tourism demand using a Bayesian multi-country DSGE model

Anyu Liuⁱ, Richard Qiuⁱⁱ, Doris Wuⁱⁱⁱ

Tourist flows between countries are closely linked. Not only do the economic conditions in a country affect its inbound and outbound tourist flows, they also have spillover effects on tourism demand in the rest of the world. To capture such international linkages of tourist flows, a systematic approach is needed. In tourism literature, most studies either focus on the spill-over effects among source markets within one destination (Li, Song & Witt, 2004) or the externality among destinations (Cao, Li & Song, 2017; Assaf, Li, Song & Tsionas, 2018). Little light has been shed on a more general picture which considers the comprehensive spill-over effects including the effects among source markets within the same destinations, the effects among destinations and source markets across different destinations.

The aim of this study is to develop a multi-country dynamic stochastic general equilibrium (DSGE) model and investigate the spill-over effects in regional inbound tourism from a holistic perspective. China, Hong Kong SAR, Macao SAR and Taiwan, China are used as the empirical study destinations because they are neighbouring country/regions and the key source markets of each other, which are easier to capture the spill-over effects. The model will be developed based on Liu, Song and Blake (2018) and further expands from a one-country to a four-country model. Bayesian approach will be used to estimate the model due to its advantage that integrates the information of prior knowledge and real data into the estimation results.

The originalities of the study are as follows. First, it is the first attempt to capture the spill-over effects in regional tourism demand from a holistic perspective. Second, it enriches the application of DSGE model in tourism economics by introducing a multi-country model into tourism literature for the first time. The findings of the study could provide informative implications for regional destinations to attract more tourists and expand the inbound market. As visitors from the source markets, they may also take the advantages of the study to better plan their trips to neighbouring destinations.

ⁱ University of Surrey – United Kingdom. Mail: anyu.liu@surrey.ac.uk

ⁱⁱ The Hong Kong Polytechnic University – Hong Kong. Mail: richard.tr.qiu@connect.polyu.hk

ⁱⁱⁱ Sun Yet-Sen University – China. Mail: wucheng@mail.sysu.edu.cn

Sustainable tourism management in world heritage sites. A re-read from two Argentine cases

Uriel Charneⁱ, Gabriel Joaquin Comparatoⁱⁱ, Virginia Sahores Avalísⁱⁱⁱ

The UNESCO World Heritage List is composed of goods considered to have an exceptional universal value. The management of these sites correspond to national and local government and includes: definition of public policies, adequate legal basis, creation of specific bodies, training of human resources and seek community participation. Touristic use of heritage, as economic and social activity, may have a beneficial results, in order to find a balance between conservation and use.

In this context, the present work aims to critically analyze tourism and heritage management of "Natural Parks of Ischigualasto / Talampaya" located in the provinces of San Juan and La Rioja (Argentina) and inscribed to the World Heritage list as a natural site (2000) and the "Guarani Jesuit Missions" located in the province of Misiones (Argentina) and registered as an extension to the site of Brazil (1983-1984) as a cultural site. In this way, is intended to add value to the resulting territorial complexity that arises when you link the concepts of use and tourism management, conservation, and asset protection and, at the same time, sustainable development.

It should be noted that this work is part of the results achieved in the research project entitled "Impact of tourism on World Heritage sites in Argentina and its relationship with sustainable development" developed within the framework of the Tourism Research Institute during 2016 and 2017. On the other hand, from the methodological point of view, it is the result of a triangulation that originates from the interdisciplinary bibliographical analysis linked to the relationship between territory, tourism and world heritage, including an investigation into the relationship between different patrimonial activation paradigms. On the other hand, in reverse order, intends to produce a theoretical interpellation starting from the analysis of the case. For this purpose, primary information is included as a result of the visit to the sites inscribed on the World Heritage List and semi-structured interviews with key informants during 2017.

With regard to the conclusions is designated, in the first instance, a bibliographic consensus that highlight a great historical and environmental value of the sites but still has many challenges in terms of local development and touristic use. In this sense, in spite of the international recognitions from its inscription to the World Heritage List (UNESCO), in practice they coexist with multiple contradictions and dilemmas that require to be addressed in order to consider sustainable development. Precisely, the territorial diagnosis will allow differentiates multiple factors: economic, sociocultural, political-institutional and environmental.

ⁱ Instituto de Investigaciones en Turismo – UNLP – Argentina. Mail: uriel.charne@econo.unlp.edu.ar

ⁱⁱ Instituto de Investigaciones en Turismo – UNLP – Argentina. Mail: gabrielcomparato@gmail.com

ⁱⁱⁱ Instituto de Investigaciones en Turismo – UNLP – Argentina. Mail: virginia.sahores@econo.unlp.edu.ar

Construction of the image of the tourism career. A study through the casual approach model.

Fernando Simonatoⁱ, Pablo Monteroⁱⁱ

This paper is based on a research paper, and aims to determine that the construction of the brand image of the degree in tourism impacts on the satisfaction, recommendation and academic management of it. To do this, the hypothesis is tested through the study of the causal relationships of variables that support the construction of the career image and its subsequent impact on its referencing.

The research carried out is descriptive and cognitive, affective, and behavioral variables of 764 active students studying between the 1st, 4th year (in addition to those who are developing the thesis) of the Tourism Degree of the National University of La Plata. The influence of the latent factors that build the global image of the career and its impact on management is analyzed. The measurement of more than 290 observable variables on which the proposed model of the Career Image is based is assessed through a questionnaire. The Latent Factors are based on measurable variables such as the motivation in the choice of the career, the orientation of the curriculum, the requirement of the program, the real attributes of the career, the logistical support of the Academic Unit where the career is taught, the setting of the city where the race is dictated, the external Image of the University, the academic level of the teaching staff, the humane treatment, the projection of work, the economic value to sustain the career, the perceived cost of the career and the degree of recommendation and satisfaction of it.

The methodology used to determine the Global Image of the Race and test the hypothesis is the modeling with Structural Covariance, also known by the acronym SEM (Structural Equation Modeling). This methodology is the result of the evolution and conjunction of several methodological approaches developed by various disciplines: sociology, psychology and economics.

ⁱ Escuela de Posgrado de Marketing Internacional. Universidad Nacional de La Plata – Argentina. Mail: fernando.simonato@econo.unlp.edu.ar Website: <http://www.epmi.edu.ar>

ⁱⁱ Departamento de Turismo - Universidad Nacional de La Plata – Argentina. Mail: pablo.montero@econo.unlp.edu.ar Website: [https://www.econo.unlp.edu.ar/departamento turismo](https://www.econo.unlp.edu.ar/departamento_turismo)

Comparative analysis of NTOs marketing activities on Facebook

Jovan Popeskuⁱ, Sonja Zlatanovⁱⁱ

The biggest part of tourism activity takes place within tourism destinations, which are long-established key element of every tourism system model. The importance of appropriate management of tourism destinations is essential in order to develop tourism in a sustainable way. One of the most important parts of the tourism destination management process is tourism destination marketing, which is recognized as the key element of the future development and sustainability of tourism destinations.

Marketing activities carried out in a tourism destination have the task of supporting the most important elements of the destination by creating an attractive image of the destination, designing instruments to support that image and promoting the destination image to the target segments of visitors. Within that process, destination marketing organizations play the key role and represent the main vehicle of attracting visitors. Destination marketing organizations operate on many levels, with national tourism organization being the most important one.

Digital marketing communication has become the most advanced communication technique and it is gradually taking an increasing role in every successful marketing strategy. Digital media enable one-to-one and group communication, thus national tourism organizations can address a large number of tourists, or the individual ones, depending on their strategy.

One of the biggest changes in everyday lives of a large number of people in the world came with the emergence of social media that allow the Internet users to communicate with each other, as well as with numerous companies and organizations. In addition, social media enable users to create and publish various types of content and provide them access to a wealth of information.

Social media provide national tourism organizations with a unique opportunity to be in the same place as the potential visitors of the destination, to communicate with them in order to find out their attitudes, desires and needs, to create virtual communities of users interested in the destination and content tailored to the unique needs of each tourist.

Facebook, as the most popular social network in the world has established itself as the main platform for national tourism organizations to attract new tourists or establish communication with the former and current ones. Having that in mind, this research presents a survey on the degree of use and quality of digital marketing activities of the National Tourism Organization of Serbia on Facebook by comparing them with the digital marketing activities of the NTOs of the selected comparative set. The survey is a part of a wider research related to the marketing activities of the National Tourism Organization of Serbia on all social media.

Quantitative research was selected as the primary method of research with the aim of classification, measurement and analysis of the national tourism organizations' communication with their target markets on Facebook. The results of the survey can be used to further enhance marketing activities of the National Tourism Organization of Serbia on Facebook, as well as on other social media.

ⁱ Singidunum University – Serbia. Mail: jpopesku@singidunum.ac.rs

ⁱⁱ Business Studies Academy – Serbia. Mail: sonja.zlatanov@gmail.com

The Structural Change of Topological Network of Tourism Industry and Its Effects on Performance: A Case of Yangshuo, China

Bing Zuoj, Shuman Caiⁱⁱ, Yi Yangⁱⁱⁱ

Tourism industry can be considered as a complex system which consists of tourist attractions, accommodations, food services, transport services, shopping and other facilities and services offered by many enterprises in a destination. According to the newly issued National Tourism Industry Classification Standard of China (NTICS), tourism industry is composed of 9 divisions and 65 categories, which generate a wide variety of production links in a destination. However, the basic network structure of these tourism components has yet to be uncovered. Questions like how does network evolution and its topological structure impact performance of tourism have not been given enough academic attention.

This study tries to bridge these gaps by choosing a county-scale destination, i.e. Yangshuo county, to explore the topological network structure of tourism industry and its effects on performance in terms of the level of tourist consumption and aggregate tourist arrivals. Yangshuo county lies in the Southwestern China. It is famous for its beautiful Karst landscape scenery. Since being introduced by 'Lonely Planet' in 1980, it greets an increasing number of visitors. In 2018, tourist arrivals in Yangshuo had reached 15.50 million with tourism revenue reaching \$ 6.64 billion. The huge market had attracted thousands of tourism enterprises gathering on this beautiful land.

Using the firm-level data from 1989 to 2018 in the showcased study site of Yangshuo, this study illustrates the evolution of basic network structure characteristics of the 9 tourism divisions with the application of social network analysis (SNA) method. The result shows Yangshuo has been undergone drastic transitions in its topological structure of tourism, from simple association, to polarization association, and then developed into a reticular system, which was accompanied by the evolution of tourism developing pattern of Yangshuo from a sightseeing-dominated destination to experienced-directed resort. This structural change significantly affected the performance of tourism industry in Yangshuo.

The study further explores the interplay of network structure, topology, and tourism performance during the past 30 years in Yangshuo. Results show that a higher level of average node degree, degree centralization and connectedness, and a shorter average distance among vertices in tourism industry network are complementary at enhancing tourism performance. Also, the greater network closure, i.e., be more interconnected of vertices in tourism industry, can significantly favor the growth of tourism economy. This is because the close and frequent contacts among enterprises can effectively reduce the cost of information and knowledge exchange and develop cooperation relationship between them. Whereas, due to the over-agglomeration of enterprises, the high density of tourism network has generated excessive competition in current Yangshuo, which has turned out to be detrimental to the development of tourism.

Overall, this study highlights the importance of structural perspective in the analysis of tourism economic growth. The findings not only advance our understanding of the dynamics structure of tourism industry, but also provide a novel explanation for the tourism economic growth ignored in previous studies. The study demonstrates a robust interplay between network topology with performance in tourism industry. It argues that

ⁱ Sun Yat-Sen University – China. Mail: zbings@mail.sysu.edu.cn

ⁱⁱ Sun Yat-Sen University – China. Mail: 365829165@qq.com

ⁱⁱⁱ Sun Yat-Sen University – China. Mail: 157729588@qq.com

these constructs and formations deserve wider investigation and need more in-depth analysis by researchers.

Peer-to-peer property rentals, housing, and hospitality markets: general setting and perspectives from Paris

Sauveur Giannoniⁱ, Malgorzata Ogonowskaⁱⁱ, Dominique Torreⁱⁱⁱ

Peer-to-peer property rental platforms are rapidly expanding worldwide and gaining important market shares in tourism. They actively compete with traditional hospitality market actors (hotels, bed and breakfast, motels...). At the same time their development has significant impact on housing market. Indeed, property owners can now decide to lease their apartments/houses on a long-term basis to residents or to offer them to tourists as short-term rentals.

This paper aims at better understanding of these two phenomena.

Under which conditions peer-to-peer property rental platforms improve lodging supply in a given destination? How do they influence market prices? How do the hoteliers react to this new competition? Which conditions determine the property owners' decision of a long-term or a short-term lease? If some property owners choose to lease their apartments on a short-term basis, how will this impact rents and housing stocks? Finally, what are the effects of peer-to-peer property rental platforms' development on welfare? To answer these questions, we develop an analytical model presenting interactions among a rental park' owner, a hotelier, and three categories of clients: residents, business travelers and tourists. First, we study the benchmark, where both long-term rental market and short-term one are considered separately. Next, the property owner accesses a peer-to-peer property rental platform and offers its apartments on short-term basis to tourists and business travelers, competing directly with the hotelier. We study the outcomes of this competition. The results depend on the availability of apartments to lease, but also the legal requirements and other conditions of short-term rentals. We find that in some cases, hotel prices decrease while the number of visitors increases without any consequences on the long-term rentals market. In other cases, the advantages are limited to tourism market: in those cases, we find that the number of properties for long-term rentals decrease and rents increase. We comment these results and their influence on demand for social (affordable) housing.

In the last section of the paper, we illustrate the model's results with Paris rental market. Paris is the world first tourism destination and one of the biggest European cities. All populations and segments of market considered in the model exist there and include rich interactions among the 5 categories of agents. Moreover, recently the regulation on short-term rentals has been strengthened and local authorities conflict with the most well-known peer-to-peer property rental platform.

ⁱ Università di Corsica – France. Mail: giannoni_s@univ-corse.fr

ⁱⁱ University Paris 8 – France. Mail: ogonowska.malgorzata@gmail.com

ⁱⁱⁱ Université Côte d'Azur – France. Mail: dominique.torre@gredeg.cnrs.fr

Tourism as a commodity in advanced capitalism: A conceptual análisis

Luiz Ernesto Brambattiⁱ

The article makes a conceptual analysis of modern mass tourism, its relation with free time and leisure and how tourism becomes a commodity in advanced capitalism. It uses categories of Marxism, neo Marxists such as Harvey and Jameson, and authors of Sociology of Tourism who reflect on the same perspective, such as Jozsef Borocz, Dumazedier, and Krippendorf.

The methodology uses documentary and qualitative research, proving how the cultural value added to products traded in the tourist trade is attributed.

ⁱ UNIVERSIDADE FEDERAL DO PARANÁ – Brazil. Mail: lebramba@gmail.com

Will Accommodation Sharing Make Tourist Attractions More Popular? A Difference-in-Differences Approach

Haiyan Songⁱ

The proliferation of accommodation-sharing platforms has changed the way people travel and experience tourist attractions. Despite its prevalence, the impact of accommodation sharing on local tourist attractions remains under researched/debatable. To add evidence to the debate, we quantify the spillover effect of accommodation sharing on local tourist attractions. Causal identification of the impact in this context becomes a challenge because of underlying endogeneity issues. To address this challenge, we collected large-scale data from the largest accommodation-sharing platforms in China, and paired it with online traveler reviews of tourist attractions in local markets. Our identification strategy hinges on a quasi-experiment through difference-in-differences estimations with two-way fixed effects. We find a 15.4% increase in the attraction popularity after the entry of accommodation sharing. Yet, the effect is reduced when there is a higher density of commercially-operated, rather than privately-operated, accommodation-sharing properties at the attractions.

ⁱ The Hong Kong Polytechnic University – Hong Kong. Mail: hmsong@polyu.edu.hk

Forecasting tourism demand with an improved mixed data sampling model

Long Wenⁱ, Haiyan Songⁱⁱ, Chang Liuⁱⁱⁱ

Search query data reflect users' intentions, preferences and interests. There has been a surge of interest in forecasting tourism demand using search query data; however, the unique features of search query data require appropriate techniques and models. In this study, a generalised dynamic factor model (GDFM) and mixed data sampling (MIDAS) model are used to forecast tourist arrivals in Hong Kong from mainland China using search query data. Furthermore, to overcome the limitations of traditional MIDAS models, a new model is proposed to integrate MIDAS and the seasonal autoregressive integrated moving average (SARIMA) process. The forecasting results suggest that this new model significantly outperforms the benchmark model, confirming its superiority. In addition, the nowcasting results based on daily data are compared with the forecasts, and the results show that the nowcasts generally outperform the forecasts.

ⁱ The Hong Kong Polytechnic University – Hong Kong. Mail: wdragon0207@gmail.com

ⁱⁱ The Hong Kong Polytechnic University – Hong Kong. Mail: haiyan.song@polyu.edu.hk

ⁱⁱⁱ University of Nottingham – China. Mail: chang.liu@nottingham.edu.cn

Tourism, income and experienced poverty

Robertico Croesⁱ, Manuel Riveraⁱⁱ, Jorge Ridderstaatⁱⁱⁱ, Jorge Bonilla^{iv}

Research problem

The tourism literature associated with well-being mainly centers on the impact of tourism on the well-being of tourists and residents (Croes, Rivera & Semrad, 2018). Well-being as a concept invokes emotional (hedonic) and cognitive (eudaimonia) dimensions. The ideal form of tourism development does not compromise the well-being of the local people, because the interaction between tourists and residents define and imbue meaning to the experience. The meaning of the experience could ultimately characterize the value of a destination's uniqueness. This utilitarian view of tourism is not necessarily in accord with the eudaimonic approach, which connects tourism development with the good life of a person (Rojas, 2016).

It is, however, difficult to define what a good life is and what is not. It is not clear who should define what a good life is (Bruni and Porta, 2005). The tourism literature is in its infancy in searching for answers. Particularly, when these answers refer to the poor as a specific unit of analysis. Poverty as a subject returned the global development agenda in the 1990s both as the central objective of development and as a critical development resource. By then it was impossible to ignore any longer the severe consequences of neglecting poverty, not only in unacceptable levels of misery but also of the economically costly destruction of human resources (Mosley, 2015).

A handful of studies applied econometric analyses to assess the relationship between tourism, poverty and well-being (Croes and Rivera, 2016). While these studies found that tourism reduces poverty and enhances well-being using the human development index as a proxy for well-being, these studies could not depict the experience of the poor with tourism. Investigating the experience of the poor with tourism may cause dissonance between the objective and subjective reality of the poor potentially leading to misleading policies. For example, Rojas (2008) identified a happy poor in Mexico contrary to the expectation based on the income-well-being proposition.

Income poverty and experienced poverty may not be the same. Having more income does not mean that the poor would use the money wisely to support personal development, or more money would trigger more happiness or satisfaction with life. Objective conditions may not overlap with the life experience of the poor. Subjective well-being has become a critical component of quality of life, and, hence, it is indispensable to understand how life experience is affected by tourism development.

This study examines what is it that the poor want through their own definitions of the challenges they face and how tourism can help mitigate challenges affecting their subjective well-being. The purpose of this study is three-fold. First, the study examines what are the life domains that the poor value, and how these values relate to income and experienced poverty. Second, the study assesses whether income poverty and experienced poverty are positively or negatively related. Third, the study examines the relationship between tourism and income poverty, and between tourism and experienced poverty.

ⁱ University of Central Florida – United States. Mail: robertico.croes@ucf.edu Website: <https://hospitality.ucf.edu/person/robertico-croes/>

ⁱⁱ University of Central Florida – United States. Mail: manuel.rivera@ucf.edu Website: <https://hospitality.ucf.edu/person/manuel-rivera/>

ⁱⁱⁱ University of Central Florida – United States. Mail: jorge.ridderstaat@ucf.edu Website: <https://hospitality.ucf.edu/person/jorge-ridderstaat/>

^{iv} Unicafam - CPTUR Colombia – Colombia. Mail: jorgembonilla11@gmail.com

The contribution of this study is two-fold. First, it centers on poverty and subjective well-being, and second the study focuses on a country in Latin America, a region less studied in the tourism literature. It revisits the broader question regarding the relationship between income (growth) and subjective well-being in an under research context of a developing country.

Methodology

The study applies a subjective well-being approach to test whether income poverty is associated with low experienced poverty. Poverty is conceived as a multidimensional concept. Income poverty defines a person as poor when fallen below an income criterion. Experienced poverty is defined as a person with low life satisfaction (Rojas, 2008). Well-being in this study is not conceived as a construct defined by scholars, but as an experience revealed by the poor themselves. The study assumes that the poor can reveal their true well-being better than any objective indicator, such as the human development index (HDI).

Based on this assumption, the study conducted a survey among the poor in Colombia in May and June 2017. Colombia is the second largest populated country after Brazil. Almost one-third of its population (31%) falls below the national poverty line, and has a GINI coefficient of 53%, which makes Colombia the sixth most unequal country in Latin America. The survey consisted of 48 questions measured with demographics, life domains and life conditions, happiness and life satisfaction. The study anchored these questions on scales from well-known commentators in the subjective well-being field.

The convenient samples resulted from intercept surveys in an urban area (La Candelaria in Bogota) and a rural area in the Eastern Plain of Colombia (La Macarena in Meta). The study identified the poor by asking the person if they participate in the SISBEN program, which is a governmental cash transfer program that caters to the poor. The study collected 307 surveys from respondents from these two regions.

The study applied non-parametric and parametric statistical techniques to assess life domains of the poor, and parametric tools to examine the mean and standard deviation of life satisfaction. The latter may be meaningful when considering public policy. In addition, the study examined the relationship between income poverty, experienced poverty, tourism and life domains. The study assumes there is a bilateral connection on the one hand between Tourism and Life domains, and between Income poverty and experienced poverty. The study departs from Tourism affecting both Income poverty and Experienced poverty, which can affect the discrepancy between Income poverty and Experienced poverty. The study controls as well for four factors, i.e., the distinction between urban and rural responses, and the level of relevance of the responses (community versus individual levels). The envisioned relationships will be tested using GLMs analyses.

Results

The results based on a Mann-Whitney U analysis indicate that health, education, family, food, and work are the most important life domains for the poor. The ranking order implies that physical functionings, followed by social functionings are most valued by the poor. While the ranking order is similar between the poor in urban and rural areas, the intensity in the social functionings realm is different. There is a statistical significant difference in the family and friends' domains, where the mean of the urban area is larger than the mean in the rural area ($p < 0.01$). Interestingly, money is ranked much lower than the previous two functionings.

There is no statistical significant relationship between income and experienced poverty based on a correlation analysis. Fewer than 10% of the poor indicated that they experienced poverty. There is a clear discrepancy between income poor (31%) and experienced poor.

The results also show that the poor are very satisfied with their life (81%). The poor in the rural area (La Macarena) seemed more satisfied with their life compared to those in the urban area (La Candelaria) ($p < 0.01$). The study also examined the relation between average life satisfaction and its standard deviation (treating wellbeing as a continuous variable). The average life satisfaction is high (81%) with a low standard deviation of life satisfaction ($SD =$). This could be an important policy implication, meaning that the goal of public policy is to reduce the variance of SWB, if people are risk averse. There is a statistical significant correlation between life satisfaction and life aspirations ($p < 0.01$). Tourism is perceived as a channel to fulfill life aspirations ($p < 0.01$), while tourism also turned out to be a channel for life satisfaction ($p < 0.05$). Finally, it is expected that log of income would be positively and significantly related to life satisfaction. Results derived from the GLMs analyses will be shared at the conference.

Regional analysis of Argentinian and Brazilian tourism demands in Uruguay

María José Alonsopérez Chiossiⁱ, Silvia Altmarkⁱⁱ, Karina Larruinaⁱⁱⁱ, Gabriela Mordecki^{iv}

Tourism has had an increasing impact on the Uruguayan economy, representing more than 7% of the Gross Domestic Product in the last five years, and 8,5% in 2018.

Historically, Argentina has been the main tourism issuing market to Uruguay, followed by Brazil. In 2018 visitors living in neighboring countries accounted for 75% of total tourism, with 62% from Argentina and 13% from Brazil. Buenos Aires and Santa Fe in Argentina, and Rio Grande do Sul and Sao Paulo in Brazil are the most important regions in each country where visitors live. In 2018 Argentinians represented 65% of total expenditure and Brazilians 12%.

In this paper we estimate tourism demand from these two main Brazilian and Argentinian regions issuing tourism to Uruguay using Johansen (1991) methodology. We use the number of visitors from the provinces of Buenos Aires and Santa Fe (Argentina) and the states of Rio Grande do Sul and Sao Paulo (Brazil), the income of the countries and the bilateral real touristic exchange rate with Uruguay.

We found three cointegration vectors for Buenos Aires, Sao Paulo and Rio Grande do Sul models. Moreover, coefficients signs are as expected and income-demand elasticities resulted larger than one in all cases, confirming the hypothesis of tourism as a luxury good.

Impulse response functions for Buenos Aires show an overshooting in the first periods, adjusting over 8 periods to an impact of 2.5%, similar for both variables considered. For Sao Paulo, the income impact is significant, but the impact of real touristic exchange rate is less important. The same difference in the impact appears in Rio Grande do Sul model.

ⁱ Facultad de Ciencias Económicas y Administración – UDELAR – Uruguay. Mail: mjalonsoperez@gmail.com

ⁱⁱ Facultad de Ciencias Económicas y Administración – UDELAR – Uruguay. Mail: salt@iesta.edu.uy

ⁱⁱⁱ Facultad de Ciencias Económicas y Administración – UDELAR – Uruguay. Mail: karinalarruina@gmail.com

^{iv} Facultad de Ciencias Económicas y Administración – UDELAR – Uruguay. Mail: gabriela@iecon.ccee.edu.uy

The influence of Airbnb on hotel occupancy in Mexico using big data from its website (2007-2017).

Narciso Salvador Tinoco Guerreroⁱ, Mario Gómez Aguirreⁱⁱ, Luis Manuel Tinoco Guerreroⁱⁱⁱ

The main objective of this paper is to analyze the influence that the use of sharing economies, specifically the use of the Airbnb platform has had on the hotel occupancy of Mexico during the 2007-2017 period. The hotel classification system of the Ministry of Tourism of the country is taken into account to know if there are differences in this influence, according to the hotels' category. To obtain the information from Airbnb an application was created, using JavaFX technology, which simulates an Internet browser that extracted the public information of each lodging published on the Airbnb site, the results were estimated by using the panel data econometric methodology. The main results are that the only negative impact the use of Airbnb has on hotel occupancy is in four-star hotels, but it must be considered that an increase in the price of Airbnb hosting produces a rise in the hotel occupancy. In the rest of the hotels (according to their classification) the increase in hotel occupancy produces an increase in the use of Airbnb, which makes think that, in general, people use more the app when they have problems in getting hotel accommodation.

ⁱ Universidad Michoacana de San Nicolás de Hidalgo – Mexico. Mail: salvador.tinoco.g@gmail.com

ⁱⁱ Universidad Michoacana de San Nicolás de Hidalgo – Mexico. Mail: mgomez@umich.mx

ⁱⁱⁱ Universidad Michoacana de San Nicolás de Hidalgo – Mexico. Mail: ltinoco@fismat.umich.mx

Use of consumer basket to understand the tourists' behavior

Ljubica Knezevic Cvelbarⁱ, Damjan Vavpoticⁱⁱ

Understanding the tourists' behavior is crucial for decision makers in order to create smart tourism industry. There is a growing tourism research using user-generated data and specifically geo-location data in order to understand tourists better. In this paper, we present a new approach based on consumer basket. We are using a geo-location data shared by the tourists on user-generated platform in order to bundle the tourism offer and understand which experiences are consumed at the same time during tourists visit.

Method is novel and structured in four phases. In the first phase, attraction sets are created based on identifier of the tourist, the identifier of the attraction and the date of post submission. In the second phase, the attractions sets are used to create a co-occurrence graph where each vertex represents one attraction and each edge represents a co-occurrence of two attractions in attraction sets. In the third phase, we detect communities. The purpose of community detection is to discover the modular structure of the network. We are using Infomap for community detection problems. Infomap provides the best trade-off between accuracy and computational costs. It is based on information-theoretic method map equation, which in contrast to modularity maximization approaches attends to patterns of flow on the network. In fourth phase, we explore modular structure of the network by visualizing the key communities.

Data are analyzed on the case of Vienna. Based on our analyses we argue that methodology of consumer basket has great potential to be used on destination level and provides relevant information on tourism behavior crucial for smart decision-making.

ⁱ University of Ljubljana – Slovenia. Mail: ljubica.knezevic@ef.uni-lj.si Website: <http://www.ef.uni-lj.si>

ⁱⁱ University of Ljubljana – Slovenia. Mail: Damjan.Vavpotic@fri.uni-lj.si Website: <https://fri.uni-lj.si/en>

An application of the quantile regression method to analyse expenditure patterns of British holiday makers

Neelu Seetaramⁱ, Carla Massiddaⁱⁱ, Romano Pirasⁱⁱⁱ

The aim of this study is to analyse the factors which influence the expenditure patterns of British holiday makers abroad using the quantile regression method. The advantage of using quantile regression as compared to ordinary least squares or other methods that are commonly applied in the study of tourism expenditure is that, contrary to OLS which assumes that the relationships between independent and dependent variables are the same at all levels of expenditure, the latter allows for the analysis to account for different slopes for each expenditure level, high, medium or low providing for an additional disaggregation of the relationships and a deeper insight into how the independent variable reacts to changes in the dependent variables for each level (Koenker R., 2005). Furthermore, it is appropriate for the analysis of survey data as it does not require that variables be normally distributed. This method has been applied in the analysis of tourism expenditure by Lew and Pin (2012) and Santos and Viera (2015). In this study, the factor influencing the expenditure patterns of British holiday makers for each level of expenditure has been examined. Data were collected using an original questionnaire. 1278 questionnaires were retained for the analysis. The independent variable is expenditure per day. The data is analysed using both OLS and quantile regression techniques. The initial results confirm that the social economic characteristics of the tourists are important in explaining expenditure per day of the tourist. Higher income and tourists who are in full employment spending more for each level compared to those who are in lower and medium income brackets and not in full time employment. Male tourist tends to spend more per day as do tourists who are interested in the gastronomy and attractions offered at the destination. This study is one of the first of its kind to analyse the behaviour of British tourist for each expenditure level.

Koenker R. (2005) *Quantile Regression*. Cambridge, UK: Cambridge University Press.

Lew, Alan A., and Pin T. Ng. (2012) "Using quantile regression to understand visitor spending." *Journal of Travel Research* 51.3): 278-288.

Santos, C. and Vieira, J.C., 2012. An analysis of visitors' expenditures in a tourist destination: OLS, quantile regression and instrumental variable estimators. *Tourism Economics*, 18(3), pp.555-576.

ⁱ University of Huddersfield – United Kingdom. Mail: n.seetaram@hud.ac.uk

ⁱⁱ University of Cagliari – Italy. Mail: massidda@unica.it

ⁱⁱⁱ University of Cagliari – Italy. Mail: pirasr@unica.it

A Comparison of Individual Preferences for Smart Hotels; the Case of Domestic and International Visitors in Crete, Greece

Alexandros Apostolakisⁱ, Shabbar Jaffryⁱⁱ

The hospitality sector is considered as one of the top energy consumers worldwide. At an era of considerable concern over the over-exploitation of natural resources and heightened attention to environmental deprivation, operational, businesses as well as managerial practices in the hospitality sector have come under scrutiny. A direct result of this rising skepticism regarding the hospitality sector's operations has materialized onto increased legislative effort in order to restraint tourism activity's negative side effects. In the European Union, this has resulted in considerable legislative action, linked to zero greenhouse gas emissions, energy efficiency incentives, certification and standards issues, or employment of energy efficiency techniques and practices for the industry. At a practical level, environmental and energy concerns have given rise to the concept of the 'smart' hotel. The smart hotel concept is the industry's way to showcase its efforts to come up with an innovative product that takes into consideration concerns about environmental and energy practices in the hospitality sector.

However, one issue pertaining to the abovementioned discussion relates to the fact that diffusion and adoption of the smart hotel concept (and thus consumers' willingness to pay for such managerial initiatives) depends upon public acceptance and whether consumer preferences are in support of these initiatives or not. Hence, in order to justify the development and market viability of smart hotels, managers, practitioners and policy makers in the area should examine and evaluate individual preferences for these policy initiatives. For this purpose, the paper employs stated preferences discrete choice modelling methodology to evaluate individual preferences for a number of managerial and policy initiatives associated with smart hotels.

The empirical results indicate that Greek and UK tourists have quite different preferences in terms of check-in and check-out arrangements at the hotel. The Greek tourists are willing to pay higher amount for technology based check-in and out system compared to the UK tourist who prefer status quo facility of settling this at the desk. Their preferences are quite different in terms of hotel room ambience. The Greek tourists are willing to pay more for voice activation technology in the room, whereas, the UK tourist prefer traditional methods for controlling the room ambience. The Greeks tourists are willing to pay less and the UK tourists willing to pay relatively higher amount for hotel's energy saving initiatives.

In contrast, the Greeks are more in favor of hotel energy certification possibly being issued either by the industry or by the EU under the Ecolabel scheme and are willing to pay more. On the issue of waste management, Greeks are less concerned, especially about the recycling at the hotel, relative to the UK respondents. The UK tourists are willing to pay higher for policies to recycle waste produced by the hotel. Finally, on the issue of hotel's water management policies, Greeks and UK respondents are equally in favor of such initiative and both exhibited a positive willingness to pay for the water management initiatives.

ⁱ TEI Crete – Greece. Mail: aapostolakis@staff.teicrete.gr

ⁱⁱ University of Portsmouth – United Kingdom. Mail: shabbar.jaffry@port.ac.uk

Measuring Tourism Innovation: any move forward?

Serena Voloⁱ

Tourism natural complexity and its agile borders create different challenges in the conceptualization of innovation.

The creation and diffusion of innovation varies significantly between economic sectors and between different class sizes. Scientific literature on tourism poses little attention to innovations arising from the interrelations between destination actors and its contribution to destination innovation indicators. The relational aspects of tourism innovation have been recently emphasized by recent contributions that analyze the complex nature of tourism (Merinero-Rodríguez and Pulido-Fernández, 2016; Volo, 2017) but they deserve further investigations (Narduzzo and Volo, 2018).

This exploratory study aims to create a framework that integrates various layers of innovation. The first layer examines the literature on measuring innovation with reference to tourist enterprise, the second explores the studies that have focused on innovation at the tourist destination level, and the third layer refers to the measurement of tourism innovation at country level (national system).

The study discusses the appropriateness of the operational choices, of the measuring instruments and of the indicators used according to the investigated dimensions and layers. This contribution offers a comprehensive depiction of innovation by reconciling, combining and stratifying concepts, constructs and approaches at different layers of the tourism industry, which in turn provide for improved measurement and interpretation of innovation, from a scientific standpoint and from a managerial perspective.

ⁱ Free University of Bozen-Bolzano – Italy. Mail: serena.volo@unibz.it

A model of customer rating bias: Framing effects of rating scales

Yong Chenⁱ

Customer rating is instrumental in signaling quality of a product, reputation of a firm as well as in facilitating transactions. On the one hand, ratings are the direct evaluation of service performance for customers who received and consumed a product or service, and on the other hand, ratings help potential customers avoid adverse selection of low-quality products, services or even unreputable firms. High ratings also incentivize firms to increase service quality and maintain sound customer relationships, thereby attracting future businesses. Ratings, though, can be manipulated by various stakeholders. Anecdote evidence in China suggests that Uber drivers, with no reference to the quality of their services, proactively beg for a five-star rating (the highest rating) from riders after concluding a ride. This practice leads to diminished value of ratings in signaling quality, ending up with rating inflation that does not reflect the genuine quality, and in the long run undermines firm reputation.

Ratings, above all else, are a manifestation of a firm's reputation, suggesting quality assurance and commitment. Evidence suggests that many factors can lead to increased ratings. Jin and Leslie's (2003) study showed that the publication of hygiene quality information of restaurants by the government in a US county led to increased hygiene quality ratings. O'Connor and Cheema (2018) argued that increased ratings are due to users' increased evaluation experience, implying that ratings may deviate from mirroring the true quality because a certain quality may be underrated by novice users while overrated by experienced users. Zervas, Proserpio, and Byers (2015) analyzed thousands of rentals cross-listed on both Airbnb and TripAdvisor, finding that Airbnb amassed more highly-rated rentals (4.5 stars and above) than TripAdvisor. This is because, as they concluded, Airbnb allows reciprocal ratings, a bilateral rating scheme that allows both guests and hosts to rate each other, leading to an accumulation of social capital manifested in higher ratings.

For customers increasingly relying on customer ratings to make purchase decisions, the crux of the increased ratings lies at whether ratings can still reflect quality. In particular, rating scales can be manipulated in guiding customers toward giving high ratings, ending up with the depreciated value of ratings in backing up purchase decisions. We assume that there exists a true quality for a product or service and that the true quality is exogenously determined by the firm and conceived by the consumer prior to the intervention of any scale. The true quality suggests that the ideal rating of the quality is invariant to scales. Customer rating is the function of true quality, and true quality is mapped on customer rating through a scale. Rating bias occurs when a customer rating deviates from the valence of the true quality, ending up with either the true quality being underrated or overrated. In other words, we assume, despite not realistic, that there is an ideal situation where customer ratings perfectly reveal the true quality distribution, thus no rating bias, if the framing effects of scales are absent.

ⁱ HES-SO // University of Applied Sciences and Arts Western Switzerland – Switzerland. Mail: yong.chen@ehl.ch

We place the priori true quality distribution $(0, 1)$ on the x axis, representing from the lowest quality to the highest quality invariance to scales, and a type of customer rating on the y axis, rescaled also to $(0, 1)$, indicating from the lowest rating to the highest rating. Coordinate $(0, 0)$ is the reference point, where the two axes intersect to reflect the lowest quality that is perfectly rated as being the lowest. We draw a 45° diagonal starting from the reference point, and thus any coordinate on this diagonal is a perfect match between a level of true quality on the y axis and the corresponding customer rating that is supposed to measure it on the x axis. Since the 45° diagonal represents no rating bias whatsoever, any relationship between true quality and rating that deviates from the 45° diagonal suggests the existence of rating bias (Figure 1).

Figure 1. Rating biases and measurements

Benchmarking on the 45° diagonal, any deviation of the rating curve can only be attributed to either of the two factors, namely the reference point and the scalar, or to both simultaneously, which give rise to three types of rating bias. First, the reference point does not change but the 45° diagonal is scaled up or down, leading to the rating curve that either bends toward the x axis or the y axis (Figure 1a). Rating bias occurs either because the customer systematically underrates or overrates the true quality. Second, the reference point changes without scaling, leading to the shift of the 45° diagonal either upward and downward, and thus both deviate from the original 45° diagonal, ending up with rating bias (Figure 1b). The upward shift suggests that the customer overrates the true quality while the downward shift suggests underrating and, hence, deflation. Third, both the 45° diagonal is scaled and the change of reference point, render the rating curve oscillate around the 45° diagonal (Figure 1c). Thus, the rating curve incorporates both overrating and underrating depending on whether the curve is above or below the 45° diagonal.

Guanajuato International Film Festival participants profile

Erika González Rosasⁱ

The purpose of this study is to determine the sociodemographic profile and experience of people who visited the Guanajuato International Film Festival (GIFF) in Guanajuato. This is a descriptive study in which 362 questionnaires were applied randomly to attendees of the 2018 edition at festival events. The questionnaire profiles sociodemographic variables of festival attendees such as gender, age, occupation, education and income, which can help festival organizers improve event planning and segmenting. Future research should focus on specific aspects of attendee experience and event evaluation.

Introduction

According to the Mexican government, there are 372 performance festivals in Mexico with 165 festivals in other disciplines (SC, 2019). In Guanajuato State, there are 15 festivals and the GIFF has been recognized as the fourth most important in Mexico (Interjet, 2018) and one of the key events for young filmmakers in Latin America.

The aim of the research is to identify the sociodemographic profile and the experience of the attendees of the GIFF to identify market segmenting.

Methodology

The instrument used for this study is a questionnaire designed by Kruger et al., (2011) and it has four sections, Section A demographics, B festival information, C motivation and D evaluation. It was applied anonymously at the exit of events. Information from Section A and D is presented. Most questions have multiple choice answers or a five-point Likert Scale. The population under study form part of the 68,148 attendees of the GIFF events in 2018 in the city of Guanajuato from July 25th to the 29th (SDES, 2018). Data was collected from a sample of 362 attendees that participated in the survey.

Conclusion

In terms of sociodemographic characteristics, there is no difference between women and men festival attendees, they are young, well-educated people, mostly from Guanajuato State and they tend to repeat visit. It needs highlighting that International attendees represent only five percent of the total. These results will help organizers Rplan and segment their festival market in the future. On-going research needs to focus on specific aspects of experience and evaluation.

ⁱ Universidad de Guanajuato – Mexico. Mail: gonzalez@ugtomx.onmicrosoft.com

Further investigation of Dutch Disease and tourism export concentration

Jean-Jacques Nowakⁱ and Mondher Sahliⁱⁱ

Inbound tourism is undoubtedly a prospering global industry. For the seventh year in a row, the growth rate of international tourism receipts was higher than the growth rate of exports of goods. In view of the ongoing increase of the tourism industry, it seems reasonable to expect that the raising trend will continue in the future.

While the economic significance of inbound tourism is nowadays unquestionable, and the economic benefits and costs of tourism have been extensively documented in the literature, there still remains a lack of theoretical studies on the negative economic impacts caused by tourism expansion. Much attention has been paid to issues related to leakages, increase in prices, seasonal character of jobs, economic dependence, infrastructure costs, adverse sociocultural impacts as well as its negative impacts on the environment. Less obvious but important negative impacts caused by the "Dutch disease effect" has received little attention in the tourism literature.

This term was originally used in the Netherlands in 1977 to describe the poor macroeconomic management and economic performance of a boom in natural gas sector in this country that led to an appreciation of the real exchange rate (RER) and a shrinkage of the tradable manufacturing sector. Since then, the term Dutch disease has been associated with other economic situations in which countries have experienced similar "macroeconomic illness" through a large influx of income from exports of natural resources (minerals, fossil fuels, etc.) or other sources such as foreign aid.

Copeland (1991) was the first to discuss the possibility of the "Dutch disease effect" in the context of tourism as the booming sector. Copeland's view is that the main mechanism by which an inbound tourism boom changes national welfare is through an increase in the prices of non-traded goods and services that international tourists consume in the host-country. Since international visitors have to visit the tourist destination to enjoy tourist facilities and services, such as hotels and heritage and culture sites, these products become partially exportable thanks to the international mobility of consumers. Because tourism boom turns non-tradable goods and services into exportable ones, the symptoms of Dutch disease can result here from a demand shock of inbound tourism booms as opposed to the traditional Dutch disease supply shocks traditionally associated with an increase of exports of oil or the mining sector.

This paper consists of an extension of the emerging literature on tourism and Dutch disease by taking into account certain elements designed to better reflect the current characteristics of tourism activities in developing countries. By using three-sector specific factors model of trade that takes into account some features of developing countries, we investigate additional issues arising from an inbound tourism boom in a small open economy. In this model it is assumed that the host-country is a capital-importing economy in both tourism and manufacturing sectors. Foreign capital in tourism and the manufacturing sector has been an important mechanism through which many developing countries have developed their export industries, but the dynamics of foreign capital in the tourism industry, and its implications, have been relatively little studied.

ⁱ RIME Lab (EA 7396), Université de Lille - France. Email: jean-jacques.nowak@univ-lille.fr

ⁱⁱ Victoria University of Wellington - New Zealand. Email: mondher.sahli@vuw.ac.nz

In this paper, we present a theoretical framework for comparing the effects of inbound tourism on national welfare both with and without international capital mobility in the non-traded and manufacturing sectors. The main forms of recent investments in tourism is through the use of equity and non-equity modes, such as (franchise agreement, leasing agreement and management contract).

Another extension of this model is to decompose intermediate goods used in the non-traded sector into domestically produced inputs and imported intermediate inputs. Our findings show that a tourism boom leads to an increase of the relative price of the non-traded sector, which leads to a welfare gain via the terms of trade effect. Furthermore, this paper suggests that the use of domestic and imported intermediate inputs in the non-traded sector also plays crucial roles in determining national welfare. A striking result obtained in this paper is that the use of foreign intermediate goods in the non-traded sector raises resident welfare. This gain is all the more high as the portion of the consumption of domestically produced intermediate inputs in national income is low (or the portion of the consumption of imported intermediate inputs is high). Furthermore, under the assumption of international mobility of capital in the non-traded sector and manufacturing, this framework shows that an inbound tourism boom tends to reduce the welfare gain (and not impose a net welfare loss) on the host country through its action on supply, and not because of greater leakages on management fees and profits associated with FDI flow out of the host country reducing the national income (it will be shown in this paper that this result is different under the assumption of absence of international capital mobility). All these new findings call into question those from previous studies that claimed that the use of foreign capital and imported goods and services in the tourism industry would limit the ability of this industry to enhance the national welfare of the host-community.

ISBN 978-950-34-1854-3



UNIVERSIDAD
NACIONAL
DE LA PLATA