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A project for the increase and diffusion of the knowledge of cultural heritage: Mereasy mobile app

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Keywords: Cultural tourism, cultural heritage, mobile application, Mereasy.

The presence of a cultural heritage within a territory is an essential element for its tourism promotion. The presence of the material and immaterial resources, together with tourism production, allows the definition of a tourism product to be placed on the market. In this sense, cultural heritage is structured as a continuum of monuments, cities and citizens, as defined by Salvatore Settis and means as a deeply integrated part of the territory, of a network rich in identity.

The high concentration of cultural and natural assets requires conservation, promotion and regeneration that is not always carried out efficiently and systematically. Faced with this scenario, the tourist tries to find alternative solutions, which allow him a complete and exhaustive use of the heritage itself. Among the various solutions are digital technologies: websites, social networks, smartphone apps, virtual reconstructions and augmented reality, represent tools that can meet the information needs and arouse interest in a type of trip through the definition of models that highlight the uniqueness of the territory.

The use of mobile devices is increasing considerably with different methods of approach. In some cases, we choose to provide personalized devices to visitors, such as the various guides present in large museums. Another approach is to use the visitors’ own smartphone, providing a suitable mobile application that can be downloaded to the device. Another possibility is to use applications in the digital market.

Any solution must guarantee compliance with a series of parameters, such as the presence of simple, easy to learn and engaging contents, capable of rendering the underlying technology transparent to the user, who must be able to concentrate exclusively on the task to be performed, rather than on the instrument, and finally to produce that customer satisfaction which is the final objective of these forms of communication and cultural fruition.

The aim of this contribution is to describe an entrepreneurial project aimed at creating an application dedicated to the use of cultural heritage: Mereasy. This application allows to obtain information on the different cultural resources present in a territory, such as for example paintings exhibited in museums, historic buildings, monuments, archaeological sites, architectural complexes etc. The paper aims to describe the theoretical premises from which the design idea took off, the development and implementation of the application as well as the different functionalities that allow to satisfy the user in the search for information.

The evolution of transport sector and its impact on the local tourist market: the Sardinia’s case

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Keywords: tourism, transport sector, spatial analysis, travel.

In recent years, we registered to a worldwide deep change in the passenger transport sector. While there is an increasing incidence in air transport, influenced by the growth of low-cost carriers, there is a contraction of maritime transport.

The shift of passengers’ choice of transport is also bringing to a transformation in local tourism markets.

To deal with this phenomenon, we analyzed the passenger and tourist flows to Sardinia region, reached only through its ports and airports.

The paper, through the use GIS software, aims to describe and represent the evolution of passenger flows in the top Sardinian ports and airports in the last decade.

Then, we focused the analysis on the tourist flows, for capacity and occupancy variables, with particular attention to the tourist dynamics in the territories of major maritime and airport transport poles.

Finally, we explored how the evolution of the transport sector is affecting the Sardinian tourism market, not only in quantitative terms, but also in quality terms.

By the integration of several information sources, we focused on the characteristic of international tourists who traveled to Sardinia in the last decade, trying to study the changes of the type of travelers, of their tourist expenditure and its main components.

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Tourism and development in the “Inner Areas”

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A spatial organization based on “smaller centers”, often of small size, characterizes a prominent part of the Italian territory, which in many cases can provide their habitants with just a limited access to the essential services. The term “Inner Areas” summarizes this territorial specificity. These are areas that, due to their specific environmental and cultural characteristics, have a strong attractive power, but which follow unstable development patterns.

In order to favor a reversal regarding the strong decline of the population, the reduction of employment, the degradation of the cultural and landscape heritage of these territories, the Italian agency for territorial cohesion launched a National Strategy for Inner Areas (SNAI), proposing, among its various objectives, to favor the tourist attraction of these areas. Moreover, the phenomena of the overcoming of the mass tourism and the consequent growth of new “tourist choices” have opened the doors to the territorial reorganization of the offer.

A mature sensibility for remote and less crowded places, the prospects that the green economy and the sustainable tourism seem to prefigure in the field of the environmental protection, together with the communication potentials of the new marketing channels, have greatly expanded the variety of the tourism choices. Tourism can provide these peripheral areas with the opportunity for development, reactivating the local resources in an innovative way and thus pushing the traditional rural economies out of the crisis.

The classification of the Italian municipalities, according to the criteria of the “National Strategy for the Inner Areas” allows an analysis in-depth of the characteristics and the dynamics of the tourist offer in the “marginal areas” of the Country. The analysis presented in this paper aims firstly to read the real geography of the Italian peripheries, through various indicators both economic and social.

Then, the paper focuses on the characteristic of these territories from the point of view of tourism, through the use of many ad hoc indicators, with the ultimate aim of identifying new interesting geographies to target possible strategies to relaunch or promote tourism, through appropriate local policies.
Impacts of Climate Change on Tourism in Italy

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Tourism is considered one of the most sensitive sectors to climate change, which influence both demand and tourism supply, through various aspects. Climate changes can have effects on tourism, on operators and tourist destinations and on tourist flows. The importance of the topic can also be assessed on the basis of environmental sustainability, an issue that must be central to any public policy on the matter. The main objective of this work is the analysis of the effects that the climate can have on tourism, the forecasts for the new forms tourism in the destinations. Will be taken into consideration the changes both infrastructural and geo-economic that will have to be taken into account by the institutions and operators for the design of new tourist flows. Finally, this work aims to analyse and evaluate public policies that can be implemented for tourism.
Overtourism: evaluation and impact on public policies management.

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Keywords: overtourism, tourism congestion, tourism growth, urban tourism, city tourism, management strategies, tourism market, tourism policy

The management of tourism flows in cities to the benefit of visitors and residents alike is a fundamental issue for the tourism sector. It is critical to understand residents’ attitude towards tourism to ensure the development of successful sustainable tourism strategies.

Bibliography

Reflections on overtourism effects on the urban places of Florence

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From the second half of the 20th century there has been an explosion of tourism flows and the rise of a new phenomenon, often called as “mass tourism”. Tourism activity has wide and deep economic, social, cultural and environmental impacts; especially on those unique places as the historical cities. An overload of tourism intensity posing an excessive pressure on destinations may cause changes in space and place characterization that could be very difficult to manage. Recently, phenomena of this sort have been defined with the term overtourism; such new concept aim at describing the effects of tourism related activities on those destinations where local carrying capacity (social, environmental and economic) is exceeded.

Overtourism is often reported to be coupled with a diminished quality of life for local residents, (high prices, high rent) and also with a lower quality of the touristic experience per se, because saturation of the demand creates negative conditions which lower the quality of the offer (e.g. Venice, Florence, San Gimignano). Tourism pressure is a complex problem for both public and private sectors, but also for tourists and residents; for example it has been demonstrated that in Venice there is a direct relationship between the decreasing population in the city’s historical center and the rise of tourist arrivals.

This study aims at investigating the level of tourism saturation of Florence historical city center (which is a Unesco site) occurred in the last decade, and to describe whether the carrying capacity has been overshot or not. Spatio-temporal distribution analyses constitute the backbone onto which indices assessing the pressure of tourism activities are developed. In particular, main data source used to feed such spatially-oriented explicit investigation are based on the coupling of tourist residential offer and intensity (i.e. Airbnb offer and demand distribution) and other socio-economic contextual variables (e.g. population, GDP, quality of public services, level of urbanization, etc.). The goal is develop a descriptive interpretation of the main changes (e.g. dwellings turning into B&Bs; residential buildings becoming hotels, artisan workshops leaving for bars and restaurants) induced in the tourist space of Florence by such growing tourism flows, and identify the challenges for local government and residents, so to preserve cultural heritage while fostering economic development and innovation.
Introduction. In an era of rapid change and complexity, the need for developing innovative solutions for managerial and societal development is increasingly evident. Recently, increasing financial strains on family farms have put pressure on these businesses to look outside agriculture as a means to sustain the operation (Nickerson et al., 2001). As a result, many farmers have turned to tourism and social enterprises (SE), as a means of diversification that could solve their problems and enhance their quality of life (Nickerson et al., 2001; Ollenburg & Buckley, 2007) since social enterprises idealistic values can be translated into valuable economic assets, and especially if the products sold in the market or restaurants are of ecological environmental benefits and adopt ethical practices that aims to achieve objectives with sustainable agriculture in terms of the triple bottom line (Clifford and Dixon, 2006).

Given the interest of nowadays consumers in more meaningful, life lasting experiences and with the proliferation of destination choices and increasing competition, many SE strategies are shifting from providing goods to services (Vargo & Lusch, 2008, 2016) to adapt to changing demands, manage relationships with their customers and cope with uncertainty to provide distinct value and better leverage sustainable competitive outcomes (Pine et al., 1999).

Experiencing services has always been the central concept in tourism production and research (Uriely, 2005). Usually, experience includes various elements, and it provides an emotionally, physically, intellectually and spiritually mixed feeling (Shaw & Ivens, 2002).

Given its theoretical significance and practical relevance, the tourism and hospitality literature has paid increasing attention to the concept of co-creation. Prahalad and Ramaswam (2004) referred to co-creation as customer participation in the service delivery that helps in yielding benefits for both service providers and customers, if well managed (Heidenreich et al., 2015; Witell et al., 2011). One prominent strategy for companies to capture customers’ need is to actively engage them in the service delivery (Payne et al., 2008) as such, business literature has long found value creation and co-creation to be directly linked to long-term profitability and business success (Schaltegger & Wagner, 2017; Vargo & Lusch, 2017).

Recent empirical research shows co-created services reveal their potential to strengthen customer relationships when service delivery is successfully implemented (Chan et al. 2010; Witell et al., 2011), enriches tourist experiences (Prebensen & Foss, 2011; So et al., 2016), augment their satisfaction (Grissemann & Stokburger-Sauer, 2012), and boost experience memorability (Campos et al., 2017). In parallel with such findings, tourism and hospitality organizations, even destinations, have extensively implemented co-creation strategies to connect with their customers at various stages of consumption including pre- (Andrades & Dimanche, 2014), during (Volo, 2009) and post-consumption (Binkhorst & Den Dekker, 2009; Neuhofer, Buhal is & Ladkin, 2012). Moreover,
critical insights were attained include the conceptualization and measurement of co-creation concept (Busser & Shulga, 2018; Yi & Gong, 2013). Yet, in contrast to the richness of these theoretical perspectives and despite the potentially important role of co-creating experiences in the management development process, little is known in SE that recur to tourism activities about the psychological effects of mindfulness in customer experiences. Mindfulness is an attribute of consciousness long believed to promote well-being (Brown & Ryan, 2003). When we are mindful, we are open to surprise, oriented in the present moment, sensitive to context, and above all, liberated from the tyranny of old mindsets (Langer, 1989).

Recently, interest has surfaced in using psychological constructs to further advance multiple tourism foci (Pearce & packer, 2013). Analyses focus on objective interactions between natural, social, and human systems, whilst subjective aspects of human beings tend to be ignored (Sumi 2007). Although research has moved from efficiency-based theoretical explanations to include other decision drivers, such as competencies, empathy and compassion (Grimes et al., 2013).

The earlier mindset of focusing on mindfulness of visitor’s studies has recently largely prevailed (AMRA, 2018) with most examining the mindfulness construct from a psychological perspective by exploring the impact and influence on individual well-being (Aviles & Dent, 2015), ecological aspect (Amel EL, Manning & Scott, 2009) and cognitive disciplines (Sol & Wals, 2015) but less were conducted in the tourism and co-creational studies.

Objective. To gain a better understanding of tourism experiences, this study aim to examine whether co-creational activities are actually associated with customer mindfulness of tourism providers offerings. In particular, this article advances our understanding of mindfulness concept as an important mediator for co-creating experiences and its application regarding management of visitors to agritourism studies in the context of social entrepreneurial realm.

Methodology. Gummesson (2001) suggests that qualitative rather than quantitative inquiry may represent a more relative alternative direction in marketing research, this is why a grounded theory approach was used to better understand the unexplored phenomenon of mindfulness in co-creating experiences in SE agritourism environment. Souk el Tayeb SE in the middle East- Lebanon was selected as our case study. Field notes, Archival documents were collected. Moreover, 68 semi-structured interviews with a wide range of actors were conducted. Informants included members of Souk el Tayeb CEO (1 interview); members of the local community- Lebanese chefs (5 Interviews); customers (locals and tourists) (62 interviews).

Findings. Findings extends current research by clarifying how organizational context may facilitate or hinder customers’ involvement in service production. Moreover, this study would help service providers change strategies and implement platforms for co-creating unique experiences, allowing tourists to become more physically and emotionally engaged in the process. In other words interrogate the way social entrepreneurship organizations approach this type of work, with opportunities for delegates to discuss the issues and consider their own practice.

Practical implications. This study probes into content of experiential tourism evaluation of visitors from the perspectives of marketing, psychology and cultural sociology. It entails the dimensions that are necessary from a managerial point of view to develop a strategic planning for managers who are opting to create further value and satisfaction for their visitors.

Originality of the study. This study makes an important contribution by advancing knowledge on: how co-creation and mindfulness of visitors as a mediator influence social entrepreneurial efforts in providing good tourism encounters and practices to overcome and manage cultural barriers in troubled changing environment in order to facilitate positive outcomes for the organization, and in turn the community.

Bibliography


Industrial heritage and corporate museums in Italy: exploring the relationship between strategic orientation and performance

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In recent years the concept of industrial tourism has been gradually expanded to include corporate museums, considered as a precious instrument to preserve collective memory of the past embedded in the industrial heritage. Nevertheless, most of the existing contributions present a conceptual nature or focus on single cases, thus making difficult to have a more comprehensive view of the phenomenon. Focusing on Italy, this study aims precisely: 1) to map all the existing Italian corporate museums; 2) to describe their characteristics, using spatial statistics; 3) to propose a categorization of corporate museums based on empirical data assessing their strategic orientation, by means of cluster analysis; 4) to explore the relationship between strategic orientation and performance. Theoretical and managerial implications of the study are drawn on our findings.
Looking for a close relations with the sea. Urban-scape and cosmopolitan memories in contemporary Odessa.

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Keywords: Odessa, cosmopolitanism, memories, sea, urban-scape

This paper explores the relation between tourism and the exploitation of cosmopolitan memories in the post-socialist port-city of Odessa, in Ukraine. These memories are related to maritime imageries and the multicultural imperial narratives that are often re-evoked with nostalgia and staged in different ways, especially in the historical center since the 1990s, but always in compliance with the present-day political guidelines (i.e. nation-state framed historical accounts). The hypothesis of this work is that the relationship between hosts and guests in post-communist seascapes and coastlines is often fraught with ambivalences and frictions, with special reference to the sea as a source of narratives, symbols and customs staged for tourist consumption. In particular, a growing sector of highly mobile and curious tourists who seek unusual, authentic experiences and who embrace a cosmopolitan ethos, are usually perplexed when the cosmopolitan pasts are reframed into national narratives. Meanwhile, the local population does not necessarily share the official cosmopolitan identity the way it is staged: on the contrary, the encounter with the tourist “other” are tarnished by discrimination and suspicion, especially when the other is “non-European” and the encounter has sexual implications between male foreigners and local women. The goal of exploring dynamics of tourist encounters in Odessa is coincident with the many attempts of both hosts and guests to look for a relation with the sea. This is true firstly for the people of Odessa that try to embrace tourism development through images based on cosmopolitan maritime heritage, which should relocate themselves in the post-communist world and strengthen their sense of identity. Secondly, the relation with the sea is searched by visitors that are heading to the city both for memory tours and for the attractiveness of its women, which stands out in the picture of a lively port-city with alleged promiscuous habits. As a matter of fact, the sea as a symbol of both cosmopolitanism and moral relaxation is part of multiple, intersecting narrative that aim at different goals. From the ethnic-national representation of a maritime and Mediterranean nation as opposed to the (backward) continental neighbors, to the local, urban identity supported by the persistence of imperial legacies as opposed to the nation-state homogenizing cultural trends. So, if the Ukrainian nation building can be staged as a natural and historical frontier of the city especially in sites such as beaches, piers and harbors. Thus, the sea and its cosmopolitan memories ought to be explored and rediscovered – perhaps with nostalgia – by locals and visitors in order to reconnect one’s (tourist) experience with the multicultural urban heritage which is materialized in the cityscape: monuments, parks, buildings, squares, etc. But how this expectation resonates with the everyday practices and encounters of the Odessa people with the visitors/tourists? What are the frictions and ambivalences, and how are they managed?

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The resilience of the museum system for the resilience and sustainable tourism development of the Marche’s “seismic crater” (Italy)

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1. Research rationale

Over the last twenty years there has been a rise and spread of the “resilience talk” in social sciences. Scholars have labelled “resilience” as a buzzword (Martin, Sunley, 2015), wondering if it could be considered a boundary object (Brand, Jax, 2007), a bridging concept or a dead end (Davoudi, 2012). Even though there is no universally agreed definition of regional economic resilience, three main types or definitions can be identified in scientific literature: (1) resilience as “bounce back” from shocks, referred to the speed and extent of recovery; (2) resilience as a system’s “ability to absorb” shocks or the size of shock that can be tolerated before moving to a new state/form; (3) resilience as “positive adaptability” in anticipation of, or response to, shocks, that is the capacity of a system to “bounce forward” or maintain core performances despite shocks by adapting its structure, functions and organisation (Martin, Sunley, 2015). Joining these different definitions, Martin and Sunley (2015) defined regional economic resilience as “the capacity of a regional or local economy to withstand or recover from market, competitive and environmental shocks to its developmental growth path, if necessary by undergoing adaptive changes to its economic structures and its social and institutional arrangements, so as to maintain or restore its previous developmental path, or transit to a new sustainable path characterized by a fuller and more productive use of its physical, human and environmental resources” (pp. 14-15). This definition classifies resilience as a dynamic and continuous process, combining resistance and recoverability (Martin et al., 2016). In the evolutionary approach, there is a clear tendency to refute the engineering, equilibrium concept of resilience, defined as the ability of a region to move back to a steady state. Instead, the attention is devoted to the long-term ability of regions to reconfigure their socio-economic and institutional structures in order to define and sustain new growth paths. Resilient regions are capable of overcoming the trade-off between adaptation and adaptability through a loosely coherent institutional structure (Boschma, 2015). Reconfiguration and reorganisation are central in the definition of resilience as a relational concept where context matters (Pratt, 2017). Sharing this evolutionary perspective, resilience could be linked to adaptability and transformability (Folke et al., 2010; Oliva, Lazzaretto, 2017). In addition, a normative resilience could be studied as the whole of strategies, actions and procedures able to sustain regional economic resilience. From this point of view, resilience can be implemented, managed and improved. Particularly, the support of public planning and the comprehension of historical system dynamics, which have shaped the current system, have to be highlighted. Oh the one hand, public authorities have to support not just non-resilient communities, but also resilient ones, by managing problems and providing resources and adequate solutions (Shaw, 2012); on the other hand, given that social-ecological systems are dynamic, “having a broad overview of system change through time can reveal system drivers, the effects of interventions, past disturbances and responses” (Resilience Alliance, 2007, p. 22).
When analysing the role of cultural heritage for regional economic resilience and sustainable tourism development, it has to be noted that the capability of the cultural heritage system to contribute to local resilience depends on the resilience of the cultural heritage system. Following the approach here adopted, the resilience of the heritage system relies on its resistance, recoverability, and the capacity to reorganise itself. In that regard, recent studies have highlighted some specific weaknesses in the cultural sector that may hinder resilience. Resilience is often "outsourced to flexible or freelance workers who bear the costs and risk of uncertainty" (Pratt, 2017, p. 136). Smaller institutions are disproportionately affected by the public sector funding cuts and practice of lowering labour costs by the employment of volunteers and interns (Pratt, 2017).

2. Research aim and methodology

The field research applied this theoretical and methodological approach to the so-called Marche Region’s "seismic crater", a wide hilly and mountain area affected by the devastating earthquakes that stroke Central Italy between August 2016 and January 2017. Previous research has highlighted a huge concentration of cultural and natural resources in this area, particularly of small local museums beside the so-called “diffuse museum”, which is cultural heritage spread in villages, abbeys and parish churches (NSSAM, 2017). The wealth of bottom-up experiences launched after the earthquake and their high degree of inclusiveness have also emerged as signs of the social capital and self-organising capacity of the territory and of its resilience (Pezzi, Punziano, 2017; Cerquetti, Cutrini, 2018). As argued by the National Strategy for Inner Areas, these resources are an essential requisite for promoting tourism development in inland areas and could have a key role in counteracting the demographic decline and relaunching local economy (UVAL, 2014). However, in order to be effective, they need to be supported by public policy and actions. Moreover, when aiming to avoid errors made in the past, any intervention should be preceded by an accurate analysis of initiatives carried out, their impact, strengths and weaknesses.

Sharing this reasoning, the field research investigated the resilience of the cultural heritage system of the “seismic crater” through the analysis of the evaluation forms of the local museums of the 87 municipalities of the area. The resistance and recoverability of the system were measured, examining museum equipment and performances. The analysis focused on the following dimensions: (1) security, storage and management of collections (i.e. inventory); (2) staff and its qualification; (3) participation in networks and relationship with the territory. For each dimension a specific set of indicators was adopted.

The research aimed at measuring and evaluating the relationship between the availability of adequate physical structures and qualified personnel and the resilience of the museum system, necessary to contribute to the resilience of the territory and to support a tourism-based recovery. Further attention was given to museum networks as tools which could help museums in achieving results that are not attainable by single organisations (Cerquetti, 2008; Pencarelli, Splendiani, 2011). The evolution of museum networks in the region was investigated in-depth, considering the different phases of museum networking, from networks created after the earthquake that affected Marche and Umbria Regions in 1997 until the recent systemic approach promoted at the regional level.

3. Expected results

The analysis, which is still ongoing, is revealing some weaknesses of the museum system of the “seismic crater”. However, if local cultural heritage is expected to play a key role in the economic recovery of the area, current gaps have to be overcome. Therefore, some suggestions are provided to improve the managerial effectiveness of museum networking, by combining bottom-up and top-down approaches in the protection and enhancement of cultural heritage.

Bibliography


Profiling ‘social eaters’: an analysis of users of Gnammo, a social eating platform

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Keywords: Social eating, peer-to-peer platform, food tourism, tourism.

1. Introduction

Every day, thousands of tourists choose not to dine in restaurants but rather seek dining experiences in home of locals through peer-to-peer social eating platforms. The basic phenomenon of locals informally hosting tourists for a meal has existed for centuries, but the new Internet and mobile technologies have revolutionized this practice and allow it to scale dramatically by facilitating virtual markets where communication and trust are established between hosts and guests (Hotrec, 2018). Social eating models today include also platforms that allow locals to organize meals, gastronomic events, dinner parties and cooking classes at home, such as BonAppetour, Eatwith and Gnammo (Santangelo, 2015). This phenomenon is quite new, and very limited researches have investigated the issue. Stone & Migacz (2016) and Garibaldi (2018) surveyed interest towards this practice during holidays and found that 39% of international leisure tourists (11% among Italian travellers) participated in social eating experiences on at least half trips while travelling, and Millennials appears to be the most interested in. Santangelo (2015) focused mainly on supply-side, and presented an overview of existing platform and significant strengths and potential limitations. The rise of this tourism practice appears to be strictly related to a change in consumers’ behaviour patterns, with tourists increasingly searching for novel gastronomy tourism products as well as meaningful, participative/bespoke and ‘authentic’ experiences (e.g. Richards 2011; Tan et. al., 2013). Furthermore, social eating experiences seems to fulfil the increasing need of travellers to meet locals, to have social interactions and to belong to a group (Botsman & Rogers, 2011; Kim & Eves, 2012).

2. Aims and methodology

The purpose of this explorative study is to get a more comprehensive profile of people participating in social eating experiences. More specifically, it deals with evaluating users’ attitude in creating and participating in social eating experiences and main characteristics of events proposed. For this purpose, collaboration has been established with Gnammo, one of the largest social eating platform in Italy that also provided data used in this analysis. The online marketplace was launched in 2012, as a mean to connect ‘home restaurants’ with consumers seeking food and drink-related activities such as privately hosted meals or cooking classes. Today it comprises more than 150,000 users. A better understanding of people participating in social eating experiences may offer valuable insights for a deeper comprehension of this phenomenon – also from a tourist perspective – as well as a basis for further analysis. As to outline the general contexts, data and information about existing social eating platform operating both at international and national level are provided.

3. Results and discussion

Main findings can be summarized as follows:

− Since the platform was launched in 2012, the number of registered users has dramatically increased (+4094% in six years). Majority of them (95% in 2018) are guests, meaning that they are only interested in participating in social eating events; only a few (5%) are both guests and hosts. As Gnammo operates mainly at national level, a large number of users come from Italy, mainly Lombardy and Lazio (respectively 20% and 14% of Italian users), which are also the regions with the highest number of restaurants (FIPE, 2018). This means that people are looking for novel dining experiences, and eating at home of people they do not know may fulfil their desire for intimacy and socialization. As concern foreigners, they mainly come from Russia (40%) and United States (20%), meaning that long-haul tourists are interested in exploring and experiencing a different culinary culture through the medium of residents. As concern participation, users tend to participate at one or two events and book for four people, but such values doubled when considering users who are both guests and hosts. These users are more active, as testified by the number of events organized in their own homes: 60% organized one event, while 33% a number from two to nine.

− As concern events organized, it accounts for over 19,000 since 2012. Although social eating experiences are the most popular, it is valuable to highlight the growing interest towards on-demand events (also called ‘social dinner’). These are events such as master classes, cooking classes, dining parties and home chef that are proposed by ‘cooks’ and can be arranged and personalized by the guests after their request. And they seem to appeal increasingly tourists, especially foreigners. This fact appears to be linked with the search for novel tourists experiences, where travellers are invited in a private space to enjoy and experience local cuisine. Although merely descriptive, and with limitations about data, this explorative study tries to shed light on a growing phenomenon such as social eating. It appears to be clear that it is not just a tourism practice, as it involves mainly people living in the same place where the offering is available, but there’s evidence that it is turning into a differentiation, with tourists increasingly interested in experiencing local cuisine by requesting activities that can be personalized according to their needs (on-demand events).

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Hotrec – Hospitality Europe (2018), Shedding light on the meal-sharing platform economy, proposals to level the playing field with the food sector, Hotrec, Brussels.
Tourist satisfaction has been studied so far using many different theoretical approaches and measurement models. In doing that, several scholars have considered satisfaction and dissatisfaction either as two extremes on a single continuum or two distinct conceptual dimensions, i.e., tourist satisfaction (TS) and tourist dissatisfaction (TD) (Alegre and Garau, 2010).

In some cases, only few indicators have been used in order to measure TS and TD; in other cases, many more indicators have been employed, with the final aim of constructing composite indicators to be related to other latent constructs such as destination image, as well as intention to return and recommend the destination.

Measurement models which make use of many indicators are, for instance, Tribe and Snaith’s (1998) HOLSAT model, or Kano’s model (Kano et al., 1984). Both models require the administration of many questions to tourists, which unfortunately may prove unrealistic under situational constraints like insufficient time to perform interviews, or the inclusion of the topic relating to satisfaction as part of multi-scope surveys or surveys addressed to other research objectives. Under these constraints, different and more parsimonious approaches are needed.

To meet this need, a new methodology has been developed, which is called the 4Q methodology. It consists of just four open-ended questions, which however permit to gather data on dozens of elementary indicators. Data will be finally used to construct composite TS/TD indicators.

With this aim in mind, a Monte Carlo simulation is performed to this scope in this paper, and multiple correspondence analysis is employed. In order to assess construct validity, the results obtained through the use of the 4Q methodology will be compared to those obtained using Kano’s and HOLSAT models. The possible agreement of results would confirm the utility of the 4Q approach as being simpler and quicker to implement when compared to the other methodologies.

**Bibliography**


Measuring tourist satisfaction and dissatisfaction: an analysis of the properties of the \textit{4q} composite indicators

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The 4Q is a new methodology, which permits to measure tourist satisfaction (TS) and tourist dissatisfaction (TD) through the administration of just four open-ended questions to tourists. Data regarding dozens of TS and TD elementary indicators can be drawn from the answers provided by tourists to the four questions. Then, composite indicators of both TS and TD can be constructed by means of the most common techniques nowadays used to this aim: multiple correspondence analysis, Rasch analysis, factor analysis, as well as the classical additive model.

In this paper, the properties of TS and TD composite indicators which have been built through each of the techniques above mentioned will be assessed and compared, with specific reference to some of the recommendations issued by OECD-JRS (2008): robustness and sensitivity, de-construction, links to other variables and measures, as well as the classical additive model. In this paper, the properties of TS and TD composite indicators which have been built through each of the techniques above mentioned will be assessed and compared, with specific reference to some of the recommendations issued by OECD-JRS (2008): robustness and sensitivity, de-construction, links to other variables and measures, as well as the classical additive model.

In order to investigate and compare the properties of \textit{4Q} TS and TD composite indicators, analysis will be carried out over data obtained through Monte Carlo simulation. The results of this analysis will provide directions to identify the best technique for aggregating elementary TS and TD indicators, among those investigated.

Bibliography

Innovation of railway transport in the context of tourism development in Poland

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Keywords: tourism development, railway transport, public policy, innovativeness, Community Innovation Survey, Poland

Background
The article discusses the issue of innovation activities of enterprises in railway transport in Poland in the context of tourism development. The transport infrastructure and organization, along with economic, social, ecological and political factors, is the basic stimulator for the development of tourism. In the literature of the subject this problem is relatively rarely discussed. The article is of review and research nature with conceptual elements.

Research aims
The aim of the article is to consider the conditions of innovativeness of railway transport enterprises in Poland as well as to indicate the areas of untapped resources and capabilities of this sector for supporting tourism development in Poland.

Methodology
To reach research aims, an critical analysis of the literature of the subject and desk top research have been carried out, the latter drawing on the unpublished data of Statistics Poland referring to Polish enterprises from section H Transportation and storage, class 49.1 Passenger rail transport, interurban (according to NACE rev.2). This class includes: rail transportation of passengers using railroad rolling stock on mainline networks, spread over an extensive geographic area - passenger transport by interurban railways - operation of sleeping cars or dining cars as an integrated operation of railway companies. The data derive from three last editions of Community Innovation Survey (2012-2014,2013-2015, 2014-2016) – international survey which is currently carried out every two years and based on Oslo Manual. In the article there were used data about: innovation activity, types of innovation, co-operation during innovative activity, importance of source of information for innovation activity, importance of the reasons and barriers to not innovate.

Findings
The data analysis reveals rather low level of innovativeness of railway transport enterprises in Poland. In the Authors’ opinion, this state of affairs is connected with historical and political factors:
failed reforms in this sector and giving the development priority to other branch of transport during the structural transformation in Poland.

Conclusion

The results of the literature and empirical study conducted by Authors indicate two important conclusions. The first one is about the nature of innovativeness in railway transport, which is a bit different in comparison to other sectors of economy. In the innovativeness of railway transport enterprises, elements of indispensability to standardize and, at the same time, the aspiration to stand out co-exist. The second stands on the low level of innovativeness of railway transport enterprises in Poland which is not an advantage to make of their natural capabilities for tourism development.

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Cultural heritage, sustainable tourism and local development. The case of Tunisia

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Keywords: Cultural heritage and development, Tunisian labor market, tourism and local development, sustainable tourism

This essay aims at focusing on the role of cultural heritage in promoting the development of a sustainable tourism, which can help promoting endogenous development in Tunisia, a few years after the Tunisian revolution.

Starting from the analysis of law changes, with particular reference to the new Heritage Code, the paper reflects on the ways in which the process of democratic transition can favor a tourism development that widens its sphere for the development of the local production system.

The contribution analyzes, as for first, all the recent evolutions of the Tunisian economy, highlighting the role played by the tourism sector. We highlight, furthermore, the critical issues of the Tunisian labor market and the development of a local business that can act as a flywheel to the entire economic system of the country.

Secondly, we examine the role that the process of institutional decentralization can play in reducing internal imbalances in the country.

Bibliography


The new wave of disruption and the evolution in insurance services for the Italian travel sector.

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Keywords: Insurance, Digital Transformation, CRM, InsurTech, Tourist coverage.

New technologies, innovative and disruptive, are leading to the emergence of a new way of operating. Comprehensiveness and experience also dominate consumers' purchasing decisions in the travel industry. A constantly evolving sector, where the mix of mobile devices, big data and artificial intelligence will transform the overall market. A high expectations market for consumers, now facing a new wave of "disruption" (Di Trapani, 2018) will have a huge impact on all players and, of course, on the traditional business models.

The purpose of this paper is to examine in further detail the changing behaviour of tourists/consumers, which becomes more hybrid (prosumer) and, at the same time, investigate the relationships between insurance companies, which necessarily have to pursue a "seamless" experience, with no solution of continuity between the real and the virtual. Prosumer embraces the mobile internet and virtual mobility, and perpetual connectivity, as well as accessing the "anytime, anywhere" services, thus increasing frequency and switching the interaction with the tourism industry. This is something that forcing insurance companies to rethink the customer journey in a "seamless experience" approach, an all-in round experience that ensures customers are able to use physical and digital services on a seamless scale.

In Italy, too, multi-channel services are increasingly widespread. The purchase process is finalized by 60% of people over 14 years of age through a mixture of conventional and digital touchpoints, with multi-channel access having discontinued as an occasional or optional component of customer journey (Osservatorio sulla multicanalità 2016). Italian tourists-consumers are now used to live the Internet in a logical everywhere and with a seamless view, or as a single environment composed of a multiplicity of channels. Evolutions in purchasing patterns and the interrelation with brands pose clear issues for the Insurance sector as well. With a customer journey where more and more offline and online processes mix, an integrated multi-channel approach is required to ensure a "anytime, anywhere" services, by offering a seamless daily between agency and digital experience.

More than 20% of the world's 1.2 billion travellers each year seek assistance; the major insurance policy source remains security and healthcare. In a study conducted on behalf of Allianz Global Assistance - leader in travel insurance, personal care and services - it was estimated that 92.8 percent of tourists need travel insurance for simple illnesses or minor injuries while on holiday, and only 7.2 percent require medical assistance for major problems such as medical transport, surgery or orthopaedics. Travel insurance, however, remains under-used by Italians. Nearly 70% know travel coverage, but less than 15% are insured. However, it is more common for Italians insured to protect themselves in order to obtain health care, cover medical care, damage or loss of luggage and cancellation of their trip. Buyers of such policies are used to travelling frequently, primarily to long-haul destinations for extended periods. The study shows that 28.3% of Italians who purchase travel insurance are hard-travellers, 50.4% are travelling mainly to non-European destinations and 35.3% prefer to travel for longer periods of time, exceeding 14 days. The most popular policies in Italy are healthcare and medical coverage (45.9%), coverage for luggage loss or damage (36.8%) and coverage for travel cancellation (30.1%).

Innovating for insurance companies means, therefore, combining the distinctive elements of the conventional approach based on physical contact in agencies with the mobility of digital services at every step of the customer journey:
- Search of information, especially in "comparative" logic;
- Purchasing services and products, including distribution networks without "physical contact points" accessible all day long;
- On-going management of customer relations, again through a multitude of different forms of contact (e.g. "on line", "mobility"), characterized by the non-existence of constraints set by the hours of opening of "physical" stores that can be modulated and assembled in accordance with the customer's needs.

Insurance companies, particularly the traditional ones as well as the ones directly involved, in order to interact with a customer who places an increasing emphasis on flexibility and innovation, need to reconsider strategies, products and processes to ensure fast, efficient, digital and innovative solutions. Synthesis of physical and digital space is at the core of the discussion on Digital Transformation and the related effects on consumer models. To create consistency in these two areas where customers could interact, obtain information and buy from each other, guaranteeing a seamless customer experience, is also a priority for insurance companies. The tourist-consumer is evolving from an online services user to an evolved digital user, relying on a digital and physical touchpoint and integrated multi-channel experience for his customer journey. This evolved customer typology is broadly known in the literature as everywhere-shopper: a client that maximizes time and activity by logging in to services using smartphones, moving transversally from online to offline; careful to the "seamless experience" and asking for a high level of services. The tourist-consumer use technology to digitalize the purchasing process and frequently used the physical channel as a showcase for online shopping or as "experiential" place (e.g. experiential room, co-thinking...). Everywhere-shopper, in its interaction with the Insurance industry, increasingly seeks this hybrid approach, where offline and online steps are alternated in a seamless experience and is guaranteed a "anytime, anywhere" services.

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Ex ante cost-benefit valuation of investments aimed at avoiding damages to cultural heritage: a case study based on the Calci Charterhouse (Italy)

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Keywords: cost-benefit analysis, tangible cultural heritage, travel cost method, avoided damage.

Tangible cultural heritage consists of monuments, groups of buildings and sites that have “exceptional universal value from the point of view of history, art or science” (Unesco 1972). These goods are frequently recognized as non-rival and non-excludable public goods (Samuelson, 1954; Poor and Smith, 2004) and remarkable benefits are associated to their direct consumption as well as to their mere existence (option and existence values, Krutilla, 1967). Furthermore, they generate significant externalities, since they might stimulate “sustainable urban development” (Tweed and Sutherland, 2007) through positive impacts on employment and income (Nypan Bowitz and Ibnenholt, 2009). In addition, according to some scholars, cultural heritage might be considered as an intrinsically valuable merit good (Mazzanti, 2002).

While these elements justify public interventions aimed at protecting and enhancing tangible cultural heritage, the use of public resources to this end still needs to be carefully assessed, e.g. an ex-ante economic valuation of costs and benefits associated to specific sizeable investments related to existing tangible cultural heritage has to be provided.

This paper provides a case study of cost-benefit analysis (CBA) applied to the ex-ante economic valuation of an investment (€ 13 million) that consists in an exceptional restoration intervention on the roof of the Calci Charterhouse, a renowned monastery founded in the XIV century and placed 10 km away from Pisa (Italy), in the Tuscany region. Such an intervention is considered essential in order to avoid structural problems determined due to extended water seepage that caused the closing of some parts of the building over very recent times. In this perspective, it is crucial to preserve the monastery and guarantee the accessibility of the building to the visitors who are about 20 thousand/year over recent years.

Our CBA exercise shows that such an investment is economically sustainable by simply considering the benefits that it generates on the visitors. The main contribution of the paper relies in the methodological approach adopted in order to estimate the benefits resulting from the investment. The analysis is carried out through three steps. First, the use value of the Charterhouse is estimated by using the well-known travel cost method based on original data collected on site. Second, we hypothesize that the use benefits arising from visiting the Calci Charterhouse will erode over time if the intervention on the roof will not be carried out; this is based on the idea that, in case of non-intervention, parts of the building will close. Third, we provide a CBA of the roof restoration investment by considering that its realization will avoid the closure of the building and, therefore, will allow current visitors’ use benefits to be observed also in the future.

Bibliography


Tourism and territory from over-load to improving resource: the chance for Pietrelcina (Bn)

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Keywords: urban and territorial planning, territorial accessibility, urban tourism, religious tourism, Benevento

1. Introduction
The relationship between tourism and the territory is complex. Territory and cities are the physical places where both the needs of tourists and inhabitants intersect. This means that territory and cities must face different “demands of use” by offering adequate structures and facilities. This condition especially characterizes region and cities with a large propensity to tourism and it may represent a factor of territorial vulnerability. Considering the demand-side, in fact, tourism can be considered as an “additional load” that can compromise the territorial organization affecting its objectives of sustainability. Nevertheless, tourism is seldom studied as an environmentally-intrusive activity because of its indisputable positive economic effects.

The relevance of the key role of tourism on territorial and urban economies has always prevailed on the consideration of negative impacts that it could generate if not well planned. The over tourism phenomenon affecting some cities (e.g. Venice, Barcellona, Amsterdam) is probably the most evident effect showing how tourism needs to be mainstreamed within the process of town/regional planning because cities, as well as territory at a larger scale, have to dispose infrastructures, services and facilities to balance the loads that concentrate on it. Thus, it is possible to consider tourism as a double-edged activity referring to its ambiguity of being both an economic resource and a generator of negative impacts (overcrowding, pollution, noise, soil and energy consumption) on territorial systems. The second aspect concerns town planning more directly, if we consider that the efficiency of a city also depends on the quality of services and infrastructures composing the urban supply.

This could be better understood if thought of tourism as a system, comprised of two main components: the demand-side and the supply-side. Tourism demand concerns the needs expressed by a non-residential population. On the other side, tourism supply refers to the presence in the city of facilities and structures to satisfy this demand. Town planning can influence the demand-side by intervening on the supply-side in terms of quantity, distribution and qualities of facilities and structures in order to assure efficiency of the city. In other words, the urban planner’s challenge consists in defining the conditions (policies and strategies) and the technical tools required in order to provide a qualified urban supply (of services, spaces and facilities) that has to be compatible with urban characteristics and resources.

In this regards, tourism planning and land-use are closely connected and, if properly planned, tourism can be a driving function to lead the urban system towards a more sustainable dimension.

2. The aim of the study
In the context of these matters, the present study considers a particular segment, the religious tourism, as one of the rising form of tourism in the attempt of highlighting how it could be turned from an invasive form to an opportunity for some internal territories. This type of tourism can be defined as flows of mobilities activated from people who prefer “destinations” with a strong religious connotation, and whose motivations are mainly cultural and/or spiritual (when not directly ethnic, naturalistic or ethical/social), but not religious in a narrow sense (Nocifora 2010). In Italy, religious tourism plays a fundamental role, also considering the presence of the Vatican City in Rome, San Giovanni Rotondo, Pompei, Assisi, etc. It represents the 1.5% of total tourism (ISNART 2014) with about 5.6 million visitors per year (3.3 million foreign visitors and 2.3 million Italian visitors) choosing Italian destinations also for their historical and artistic heritage.

Nevertheless, the Italian tourism market cannot be said to be heedful to this segment of users, which instead represents a possible opportunity to activate virtuous processes of territorial development. In order for this tourist segment to represent an effective resource for the territories involved, appropriate territorial policies must be provided to integrate the aim of economic development with those of the safeguard of resources, the perception of culture and local identities. Indeed, it should be also noted that places of worship are located in “sensible areas” of the territorial system characterized both by significant “beauty” and extreme “fragility”.

Bibilography

Profiling wine tourist: a comparison between rural and city Wine Festival in Campania (Italy)

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Keywords: Campania, wine tourism, wine tourist profile, wine festival

1. Purpose
The wine tourism is growing of relevance both in the Old and in the New World and it is considered as one of the most emerging segments of the tourism sector. This opens to a series of questions related to a better understanding of tourism demand. Previous research has proved that wine tourism has been recognized as an important business driver for wineries or as a vehicle of promotion of a tourist destination. (Alonso, Bressan, O’Shea, & Krajsic, 2015; Correia & Brito, 2016). The knowledge of wine tourist’s behaviour and profile has been explored as a critical step in developing successful marketing strategies (Marzo-Navarro & Pedraja-Iglesias, 2010). In addition, segmentation of wine tourist could involve two issues: a demographic categorization – provenance, age, education family background – and a psychographic profile – values, attitudes and lifestyle (Charters & Ali-Knight, 2002). According a different approach, a multidimensional framework points out several motivational factors of wine tourism experience: finding predictors of wine tourist’s behaviour and distinguishing the level of involvement in wine -actual, potential wine tourists and festival attendees (Alebaki, Menexes, & Koutsouris, 2015). These different terms of analysis reflect the close connection between the knowledge of wine tourist’s profile and effective strategies to target the market of this consumer. The aim of this research is to identify and analyze wine tourists attending rural and city festival as these events could be considered as an essential component in the construct of wine tourism including “visitations to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”(Carlsen, 2004; Yuan, 2005). Wine festivals are recently fostered as a strategic component of the wine tourism product around the world and it is recognized to be a significant catalyst for future wine tourism and wine consumer behaviour (Galvez, Fernandez, & Lopez-Guzman, 2015; Organ, Koenig-Lewis, Palmer, & Probert, 2015).

2. Design/methodology/approach -The consumption of wine tourism occurs in the rural country side or during special wine-related events. This research’s objective is to explore the features “wine festival” in different location: urban or rural area, understanding the relationship between territorial enhancement and wine promotion through tourism. A structured original questionnaire was arranged with a preview pre-test. Interviews are been distributed at four wine festivals (from August 4, 2018 to September 23, 2018) which took place in Irpinia ( Lapio Fiano Festival, Taurasi Festival, Tufo Festival as rural festival) - a most representative wine region in Campania - and in Salerno (Invino Civitas-wine city festival). Only visitors above 18 years old were approached and a total of 220 questionnaires were collected.

3. Findings - The outcome of this research provides greater understanding of wine tourist segments in accordance with typology of wine events.

4. Practical implications/Originality – Wine tourism in the area of Campania is scarcely analyzed and developed. The research offers a contribute to the determination of the types of wine tourists and their tastes related to winery visitations or wine festivals and it will help to stimulate suitable marketing strategies.

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Lampedusa has become a global icon of the Mediterranean refugee crisis and a good place to think about the difficult and often paradoxical relationships between tourism, cultural change and social inequalities. Media, national and local politics have used the island as a stage to perform their narratives and to negotiate their identities. Tourism is the main resource of the island, which built an effective “tourist gaze” based on its “otherness”. The Mediterranean refugee crisis has endangered the tourist image of the island and its economy, introducing another kind of otherness.

In fact, until some years ago, the island was a major gateway for migrants and refugees trying to reach Europe from Northern Africa. The arrival of thousands of migrants and the presence of a migrant Reception Centre have deeply affected its economy based on tourism. Yet, owing to the media representation and political narratives, Lampedusa had acquired a special image as a liminal place where tourists could experience some extreme aspects of the refugee crisis, from shipwrecks to corpses on the beaches. Recently the situation has changed considerably: arrivals are now almost under control and tourism appears to be increasingly successful. Local community and tourism industry have metabolized migration, which seems to have become a new “tourist brand”. This gives international visibility, does not frighten tourists any longer and even attracts a new kind of niche tourism.

From this point of view Lampedusa is an interesting social laboratory, which shows the resilience of tourism behaviour and the capacity of tourism industry to face difficult sceneries, even in a context where politics appears unable to manage crises or to define policies in an effective way. Also owing to its odd tourist success, the island is deeply changing: it is more and more acquiring global patterns and risks losing its traditional identity.

Lampedusa has often been presented as the “island of peace”: its community was nominated for the Nobel Peace Prize and its former Mayor received the UNESCO Peace Prize. Is it possible to think it as an innovative tool to build a new tourist and “sustainable” identity based on intercultural dialogue?

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The territory can then be represented in a way corresponding to the location, depicting itself and being easily identifiable (as, for example, Castellabate in Welcome to the South), or it can represent imaginary places (just think of New Zealand in the Lord of the Rings), or finally reproduce other real places (as it happens for the historical films: Braveheart is filmed in Ireland but set in Scotland, while The Passion was filmed in the Sassi of Matera).

Over time, film companies have understood that, respecting the artistic and narrative needs, they can also choose to plan co-marketing actions for the release of the film. At the same time, they can also obtain immediate economic advantages, given the possibility of obtaining lower production costs, of creating tax shelters and benefiting from other kind of incentives.

The territories have every interest in granting cinematographic enterprises economic incentives or facilities of all kinds, being the first subjects who benefit from the transformation of the destination into a location. These advantages can be either direct (through the use of extras, technicians, actors, service companies and post-production companies in the regional territory), indirect (with the use by the troupe of hotels, restaurants, various services), or induced (thanks to tourism coming from MIT).

Many data confirm the consistency of the advantages pursued by the territories.

A study by the Rosselli foundation, for example, has calculated that in Puglia, from 2007 to 2010, for every euro given to a production, the return was around 6 euro (sum that was then further multiplied, up to a maximum of 11-13 euros). Not to mention the data elaborated by the Lombardy Film Commission: for every euro invested, there would be a revenue of 32 euros.

From Location to Destination

The Italy of film tourism, therefore, spreads; no more beautiful landscapes used occasionally in films, but precise strategies to shape the imagination and make cash.

Travelers hunting for sets increase and the market does not leave them alone. After the themed B&Bs, the moviemap, the movie tours, some new apps have been developed with geolocalizations that allow you to see the scene of a film when you reach the place.

The transition from location to destination, therefore, has become fundamental for tourist promotion by institutions and organizations (DMO, FC), which have as primary objectives: to leverage the media attention generated by the set to promote the destination; to make known a territory in its nature, the different ways in which it can be generated, the probability of obtaining it in a constant way, the possibility of directing its flows, the ability to defend it from the possible actions of its competitors.

However, it is not enough to recognize in an approximate way the value that the permanent relationship between cinema and territory can provide to the latter. It is necessary to recognize its nature, the different ways in which it can be generated, the probability of obtaining it in a constant way, the possibility of directing its flows, the ability to defend it from the possible actions of its competitors.

To make the most of the potential of movie induced tourism and film tourism it is necessary that public and private operators learn how to collaborate synergistically with each other, as was done for the Australian production Genoa, by director Michael Winterbottom, released in Australia in 2010 on the screens of the main cities, which has consciously disseminated in this country the most picturesque images of the Ligurian Riviera.

Finally, we wish to affirm that the fundamental step for the real transformation of a place in destination is the creation of the conditions for a constant and collaborative dialogue between the subjects entering the (virtuous) circle cinema-territory-tourism: audiovisual productions, the film commission (if existing and active), the DMO (or other entities in charge of promoting the territory as a tourist destination), the tourism companies. First of all, it is a matter of aligning the language, the vision, the approach, in order to try to set relationships that are less and less guided by the logic of commercial transactions and increasingly by a principle of true partnership.

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Medical tourism is not a new phenomenon: humanity has traveled to foreign lands to access treatment for many years (Richard, Melisa, & Rupa, 2011; Abubakar & Ilkan, 2016). However, traveling from developed to developing countries to access medical services at a lower cost is a new trend (Johnson, Youngquist, Garman, Hohmann, & Cieslak, 2015; Misung, Heesup, & Tim, 2012). This has developed into a new niche market, the medical tourism market, offering an optimal opportunity for the tourism industry to diversify its services. Medical tourism market is the process of combining products and services from the medical industry and the tourism industry together, i.e. healthcare and vacations (Lee, 2009; Misung et al., 2012; Moghavvemi et al., 2017; Skountridaki, 2017). Medical tourists' expectations and perceptions regarding health services have been explored by the service providers in developing countries. Published literature shows that many aspects of medical tourism destinations are under-researched. The internet, widely appreciated as an increasingly important source of health and healthcare information, has played a significant role in the development of the medical tourism industry (Hohm & Snyder, 2015; Huang & Chang, 2012; Lunt et al., 2010; Maifredi et al., 2010; Moghavvemi et al., 2017). In fact, these virtual and free spaces play an important role in sharing information among users/consumers capable of influencing their behavioural intentions (de Valck et al., 2009; Di Virgilio et al., 2017). Medical tourists' expectations and perceptions regarding health services have been explored by the service providers in developing countries. Published literature shows that many aspects of medical tourism destinations are under-researched. However the use of social media for medical tourism purposes remains relatively new (Abubakar & Ilkan, 2016), especially in the case of single countries such as Italy (Di Virgilio et al., 2017). In fact, to what extent potential medical tourist use social media for the choice of a medical tourist destination is still under investigated. Thus, several medical tourism companies have differentiated themselves from their competitors by consistently managing to attract news coverage and by developing social media strategies that take advantage of free marketing opportunities provided by social media such as YouTube, Facebook, and Twitter (Turner, 2012), and in many cases, the main source of information on quality is provided by a consumer friendly website created by intermediary organizations (Lunt, et al. 2010. According to Jalilvand and Samiei (2012b) ewom influences tourism destination consumers’ choice more than the traditional channels. However the use of social media for medical tourism purposes remains relatively new (Abubakar & Ilkan, 2016), especially in the case of single countries such as Italy (Di Virgilio et al., 2017). In fact, to what extent potential medical tourist use social media for the choice of a medical tourist destination is still under investigated. The aim of this paper is to explore the effect of electronic word of mouth communication (ewom) and trust combined through social media such as Facebook in influencing the consumer’s choice of medical tourist destination. For instance, in May 2018, Facebook stories attracted an average of 150 million daily active unique visitors over the month, (TechCrunch.com, 2018). This information sharing process includes the increasing use of social media to link actors across market boundaries, to
share common knowledge (Cheng, 2010), and to create new connections among users and between firm and clients (Boyd and Ellison, 2007). The research uses Technology Acceptance Model-TAM model – integrated with trust and e-word of mouth (ewom) communication. Ewom and trust are crucial especially on behavioural intention of potential clients when they look for information on medical tourist destinations by Facebook, (Chu and Kim, 2011; Wang et al., 2016) and members of the same social network tend to trust each other more than they trust people outside the network (Artigas et al., 2017).

We construct a new model adding to TAM two new variables, ewom and trust, in order to investigate how it can impact the choice of a medical tourist destination. We test our model through a quantitative analysis which involves 698 Facebook experienced users to predict their intention to use social media as tool for supporting their behavioral intention of choice of medical tourist destination. Participants were asked to complete anonymous surveys within a period of four months from January 2017 to April 2017. A total of 790 questionnaires were returned, which generated 698 usable responses for the statistical analysis.

Our study shows that ewom has a significant impact on behavioral intention to choose a medical tourist destination and the relationship between trust and attitude although previous research concerning ewom has documented a positive effect on users’ behavioral intention to choose a medical tourist destination. The findings contribute to deepening the scientific debate on user behavioural intention and provide support to the marketing and communication strategies of medical tourism marketers who have to develop, monitor, and manage their services and related activities, them in a practically infinite virtual domain. Moreover, the present study posits that social networks such as Facebook, can be considered collaborative technologies which support the creation of common knowledge applicable especially for tourism sector (Isacsson & Gretzel, 2011; Tassiopoulo & Boutsinas, 2010).

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An analysis of the requirements impact on the wages in the tourism industry

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Keywords: Conjoint Analysis, Requirements, Tourist Operator

During last years, many studies have been based on the possibility to give a monetary value for knowledge, skills and attitudes of a candidate during the recruitment process. This work carries out the evaluations of these requirements for individuals that through HR company have placed themselves in the phase of match with the different professional figures. This works will focus the attention on tourist industry, and in particular on the professional figures of the tourist operator. Starting from data about job vacancies for tourist operator in Italy in 2017, the aim of the work is to carry out a monetary evaluation of the most important requirements. In particular, candidates awarding the job offers represent the statistical unit and the explanatory variables are the mandatory requirements to pass the recruitment process. The analysed requirements have been chosen among a set of soft skills and join with the experience and two knowledge indicators. The methodological techniques used for this work is part of a flexible market segmentation methods, in particular a choice based conjoint analysis model will be applied. This method is used without a direct evaluation of the procedures related to the features of the candidate, but through the analysis of the choices made by entrepreneurs. This technique is based on the economic theory introduced by Lancaster (1966). Using this model, it is possible to identify the features of a candidate that mainly influence the entrepreneurs’ choice and the weight of these requirements in the wages. The use of a choice based conjoint model allows to obtain partial utilities that representing the starting point to build a monetary re-valuation index (Mariani et al., 2018). This index can determine the monetary variation associated with any change in the combination of the attributes of a job with respect to the actual revenue generated by that job. The monetary re-valuation index is going to measure the difference between the minimum salary provided by the national collective bargaining agreement and an average salary considered for the professional figure.
Tourist villages and place-based resources. Some insights from a comparative analysis of Italian and Argentinian case studies.

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Keywords: tourist villages, multifunctional agriculture, nested markets, social innovation, tourism transition, peripheral areas

1. Theoretical framework: tourist villages as “nesting markets”
Through a multiple case studies methodology, the presentation illustrates a comparative analysis of Italian and Argentinian rural villages, which are included in tourist development programs or networks at national level, such as “Borghi più belli d’Italia” or “Pueblos turísticos.” The comparison is aimed at analysing if – and under which conditions - the integrated offer of a place-based resources system in rural villages (agro-food products, environment, rural landscape, rural settlements, cultural heritage) could be included in a specific tourist offer and may favour the triggering of “nested markets” (Polman et al. 2010, van der Ploeg et al. 2012), that is the development of specific market conditions focused on the encounter between specific suppliers and specific consumers (niche tourists). This interrelation between supply and demand in such specific markets with their specificities of place and networks is tightly linked to both multifunctional agriculture and the relations among different social actors it can favour. The notion of nested markets allows the authors to consider and study the different networking dynamics a local community develops once it starts a transition from an economic system based exclusively on agriculture into a tourist and more complex one. The main highlights of the research suggest that the social and economic actors go through a “nesting process”, in order to achieve the constitution of a territorial integrated tourist offer perfectly recognisable within both the local and extra-local markets. In other words, they are supposed to get into a social re-organization that is both informal (based on trust among actors) and formal (based on a commitment from institutions). This process eventually leads to a system that integrates local agriculture productions within small scale food processing, food&wine consuming models and tourism practises, promotional policies and institutional support. Within this framework, rural villages may turn into attractive places aimed at matching new tourists’ needs to experience the rural way of living more closely.

2. Methodological notes
The criteria of selection of the case studies have been the small dimensions and the peripherality of the rural villages, the presence of a (more or less) integrated system of tourist offer at community level, able to include other economic activities, the presence of public policies and/or institutions at supra-local level aimed at promoting complex development programs and at activating processes of network building and social innovation (Bock, 2016).
The supra-local programs selected are four touristic collective brands created with the aim of promoting networks and developing tourism in peripheral rural areas at national level: “Bandiere Arancioni” (227 villages), “Borghi più belli” (268 villages), “Borghi autentici” (189 villages) in Italy and “Pueblos turísticos” (23 rural villages in the Buenos Aires Province) in Argentina. The case studies – one village for each program - are analysed considering different dimensions such as: the level of place-based resources, the typology and role of public and private institutions (municipalities, Local action groups, local producers Cooperatives, Consortia, High education institutions…), the level of organization of the local actors, the presence of innovators, the role of the consumers and the presence of consumers’ organisations. The process of “nesting markets” is considered looking at particular indicators such as brand creation, the system of rules in managing place-based resources, the type of ties (formal/informal; strong/weak) among actors and institutions, the development of supra-local networks, the match between these networks and consumers’ niches. Finally, a classification of the “nesting level” of the different case studies is proposed, considering the level of networking - leading from fragmentation to integration of the resources organisation - and from absence to fullness of the market orientation of the resources supply.

Bibliography


The visitor studies as a tool for Educational Tourism: comparison between permanent exhibitions and temporary visits

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Keywords: Visitor Studies, Educational Tourism, Museum, Permanent Exhibition, Temporary Cultural Events, Questionnaires.

1. Introduction
The Visitor Studies is beneficial for assessing the exhibitive/educational path and helps to constantly develop the path itself in order to improve its communicative impact.
Research activity was mainly focused on the characterization of visitors/tourists of cultural type (Educational Tourism) both for permanent museum itineraries and for temporary events. In particular, data from questionnaires administered to visitors were compared, which in 2017 went to the permanent exhibition of the Historical Building of the Vesuvius Observatory – INGV (Sede Storica OV-INGV) and those of temporary events.
The study of the museum usage, known as museum visitor studies, is part of a wide research field carried out with complex methodologies but with proper established roots (es. Bitgood, 1988; Hooper-Greenhill, 1994; Bailey, 1995; Kotler and Kotler, 1998; Bollo, 2005; 2008; and many other). It’s area of investigation interested in the knowledge of the different types of the museum guests, as well as the broad population that still hasn’t attended a visit.

2. First application to the Sede Storica OV-INGV
In the case of the Sede Storica OV-INGV, it was considered appropriate to give different questionnaires for students and teachers. In both cases survey had questions with multiple choice answers and a first introductive page for personal data. At the end a dedicated space for suggestions on desired implantations or integrations to the path they just undertook.
The surveys were put together in order to highlight:
- How they came to know of the Sede Storica OV-INGV;
- The number of visits in other museums and or the Sede Storica OV-INGV;
- reasons for the visit;
- approval rating of the guided tour and in general of the visit
- the educational aspect of the exhibitive path;
- the most appreciated elements
- suggestions on making the communication more effective and on any further desired services;
- the pairing of this visit along with others of different historical or scientific locations.

3. First conclusions
For the above mentioned reasons it is hoped in a boost on the study on the guests of the Sede Storica OV-INGV that would lead to highlight critical points and excellences (Avvisati et al., 20015). The study would juxtapose the evaluations on the same topics performed by the responsible Institutions aiming to offer a continuous improvement of the museum experience. The hope is that the study would be extended to different levels and with methods that would return a feedback to the visitors, that are a cultural element of the territory for the territory itself, and include the civil community in the choices of museum activities.

Bibliography
Assessing the Impact of Tax and Social Measures on the Competitiveness of a Country's Tourism. Case Study: Romania

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Keywords: natural potential, fiscal and social measures, competitiveness, efficiency

1. The radiography of today’s Romanian tourism

Over the last 20 years, Romanian tourism has been characterized by profound unrest. Although more than 20 years have passed since the 1989 Revolution, which marked the end of the communist era and Romania’s passage to capitalism, the balance of Romanian tourism does not please and honor us because Romania has an enormous natural and cultural potential that is insufficiently capitalized. Moreover, foreign and Romanian tourists encounter great difficulties in accessing it. In terms of tourism, Romania means seaside, the Danube Delta, the Carpathians, spa resorts, Bucovina, Maramures, Dracula; all are tourist destinations specific to different tourism forms: seaside, mountain, spa, religious, and business. However, we are unable to create a competitive tourism product, tailored to the tourists’ needs, and we failed to capitalize our natural potential.

Regarding the impact of tourism on the economy, the 2018 World Travel & Tourism Council (WTTC) report ranks Romania the 66th in the world in terms of the absolute direct contribution of tourism to the GDP (i.e. $3 billion), at a great distance from the EU average (i.e. $23.8 billion) or from the global average (i.e. $21.5 billion). In the latest global report of the World Economic Forum on Tourism Competitiveness, Romania ranked 68th in 2017, with an aggregate index of 3.78, on a par with Oman and Vietnam. This situation was entailed mainly by the lack of infrastructure and the insufficient promotion of Romanian tourist destinations.

2. Fiscal and social measures to relaunch Romanian tourism

The Romanian tourism sector has been affected by the absence of general guiding policies, by the lack of a general policy framework for the development and sustainable management of the tourism industry in terms of natural and cultural resources. Thus, at governmental level, a masterplan has been drawn up, which takes into account these aspects, policies and strategies that target this sector of national priority.

The government – through its line ministries – is trying to compensate for the weaknesses of Romanian tourism by adopting fiscal or social measures aimed at the population and at the economic agents in this field (i.e. tourism). This paper assesses the impact of these measures, which although are necessary in the context of prioritizing this sector within the national economy, are not enough to place Romania at the top of tourist destinations.

Overall, Romanian tourism is on a positive trend. The sector's profitability is estimated to reach over 200 million RON this year, i.e. double, compared to the one from ten years ago. A recent fiscal measure adopted by the government resides in the application of the 5% VAT rate to areas such as accommodation in the hospitality sector or in similar-function sectors (including the rental of camping grounds), restaurant and catering services (excluding alcoholic beverages, other than beer) sport, recreational and entertaining activities. Thus, tourism will have the lowest VAT rate among all economic sectors. In addition, another measure that will stimulate Romanian tourism and influence positively the population's health will be the unblocking of spa tourism by zero royalties for geothermal water and natural mineral water, for population consumption in public buffets. Moreover, local authorities and commercial companies will be able to access money from the investment fund, specifically dedicated to the development and modernization of spa resorts. Romania risked an infringement procedure on the part of the European Commission for failing to implement the European legislation in the field of tourism and, implicitly, for not transposing into the national legislation the European Directive guaranteeing packages of tourist services purchased by individuals. The Ordinance for the implementation of the Package Travel Guideline 2302/2015 will allow the full reimbursement of the packages paid by tourists and non-performed by tourism agencies, as well as the urgent repatriation of the tourists remaining outside the country due to the agency's insolvency.

Starting this year, the employees in the state sector have benefited from holiday vouchers. The government has been pursuing the revival of Romanian tourism also by limiting the Romanians’ tendency to access tourism services abroad. The measure should produce a visible positive impact on the tourist services market and will probably boost the hospitality industry as well as the leisure industry. This may increase the profit for such units and perhaps even increase their competitiveness compared to other such options abroad. Thus, the inappropriate infrastructure and the absence of promotion, in a country whose tourist potential is enviable, Romanian tourism will register this year the best financial result of the last decade, boosted by these fiscal and social measures that practically compensate for the great obstacles to the development of this sector.

Bibliography


Nautical tourism and marinas: A proposal of benefit segmentation for the customers of marinas

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Keywords: tourist ports, marinas, nautical tourism, yachting tourism, marina management, segmentation

1. Introduction

Tourist ports are the key structures for boating activities and, in particular, for nautical tourism; this form of tourism is experiencing a significant development and raises growing interest owing to the increasing number of people performing pleasure boating and its social and economic relevance for coastal regions.

The tourist ports industry is large and fast growing, especially as regards the so-called marinas, which are port infrastructures expressly built for nautical tourism. Marinas provide short and long stay shelter and a varying set of services for vessels (e.g., water and power supply, refuelling, maintenance, and refitting) and for boaters or crews (e.g., dining and accommodation, shopping, car parking and shuttle services, sport activities, and entertainment). Some authors considered marinas as “tourist destinations” in their own rights; the wide range of facilities and services offered attract tourists, and they are quickly becoming all-inclusive entertainment centres. We prefer to view them as tourism service firms, whose management designs and offers to the boat and those living on it (boaters and crew, if any) an integrated system of services, supported by a heavy physical infrastructure. Therefore, principles and models of service management and marketing may be applied in their administration; however, many authors noted an absence of a theoretical strategic model for marinas that leaves managers without academic guidelines relevant to their specific industry. Consequently, the client orientation is missing in many marinas, as reflected especially by their poor marketing polices in critical areas such as creating a unique value proposition, designing a rich offer of high-quality technical and leisure services and evaluating customer satisfaction.

In particular, marinas often lack a proper segmentation strategy of their customer base: with our paper, we aim to contribute to filling this gap, proposing a segmentation technique of marinas customers.

Marinas offer their service to a wide audience of customers, both individuals and companies. The former include pleasure boaters; captains, skippers and crewmembers; locals and visitors. The latter comprise charter companies, marine agencies, event organizers, etc. In this paper we focus on individual customers (hereafter “customers”), both pleasure boaters and professionals, and propose a segmentation methodology where the perceived importance of a wide set of services and features of the marina is used as a segmentation variable. The proposed methodology is then applied to a pilot study of a wide sample of customers of a major Italian marina.

2. Methodology

This study adopts a benefit segmentation approach, where segmentation is based on the benefits sought in a product. In particular, the perceived importance given to services and features of a marina is used as a proxy of the relevance of the corresponding benefit. Only elements of the marina system of offer are considered, while structural features – such as location, accessibility, distance form airports, quality of the natural or tourist environment – were not considered; in this way the analysis is focused on elements that fall within the control of marina managers and the results can lead to managerial implications of more direct applicability.

In the light of the academic literature and of the outcomes of a focus group with Italian marina managers, we identified 28 relevant value creating items of different nature: from mooring assistance to refuelling services, stores and supermarkets, night-time surveillance of docks, transfer services, parking, spa and wellness centre, nightlife etc. We prepared a multi-language online survey that, from July to October 2017, was addressed to around 4.500 contacts from a list provided by a major Italian marina in Costa Smeralda (Sardinia), which included both pleasure boaters and yachting professionals. We asked the respondents if they considered each item indifferent (1), appreciated (2), or essential (3) in a marina; the perceived importance of each item was then used as a segmentation variable.

A principal component analysis (PCA) was performed on answers, to reduce the 28 evaluated items into a smaller number of underlying components. The components scores were used as clustering variables to identify groups of respondents (segments) that similarly evaluate the importance of the different services and features of the marina. Emerging clusters were finally crossed with other socio-demographic traits collected through the survey, to better profile the segments.

3. Results

The PCA of the 345 collected answers identified eight components that explain 60% of total variance: personal and leisure services, shopping and restaurants, technical services, transports and laundry, customer assistance, cleanliness and surveillance, entertainment, mooring assistance. When used as clustering variables, they returned five almost equally large segments of customers, well distinguished in terms of importance paid to the various components of the marinas offer and, consequently, of benefits sought. For example, some groups pay great attention to the core “technical” elements, those more closely related with the use of the boat, while others are much more interested in “tourist” and leisure elements such as the entertainment, the shopping opportunities, excursions inland, etc. Similarly, some segments are requiring a high level of support as for the boat maintenance and the organization of their activities on land, while others look far more autonomous. The cluster membership is not affected by other sociodemographic traits of the respondent; the nationality (Italian vs. foreign) is not influent, nor the fact that marina providing the contacts is or not the homeport of the respondent. Quite surprisingly, pleasure boaters and yachting professionals equally distribute among segments, while a concentration of professionals was expected in those groups gathering autonomous customers and those most concerned with the technical services of the marina.

4. Implications

The study shows relevant implications for both researchers and practitioners. Scholars are provided with a reflection on the role and features of marinas, especially in terms of the structure of their customer base; an innovative application of benefit segmentation is also proposed, which may open the way to further studies in the field. In particular, other elements may be integrated in the model, such as the location of the marina, its accessibility, the quality of the natural environment, the presence of tourist attractions. They were deliberately not considered in this study but may play an important role in the marina selection from a benefit-sought perspective.
Marina managers could be interested in the analysis of the value-creating elements of the marina offer. Furthermore, the mapping of the customer segments may support them in the development of their marketing strategies. The results may support strategies focused on the needs of specific segments or, in other cases, they may justify an undifferentiated marketing strategy that however aims to reconciling the needs and requests of distinct – and sometimes conflicting – groups of customers.

Social entrepreneurship and co-creation value in tourism enterprises: the case of narkoy

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Keywords: social entrepreneurship, co-creation, value, tourism, enterprises, narkoy

Social entrepreneurship encompasses activities and processes to discover, define and use opportunities in order to serve a social purpose, create new initiatives, or manage social organizations in an innovative way by managing existing organizations (Zahra et al., 2009). Social enterprises have the closest relationship to communities characterized by limited access to resources and often emerge as a response to the lack of facilities and services in rural and urban communities (Peredo and Chrisman, 2006). Social entrepreneurs have important contributions to the development of society and destination. By focusing on social problems, they mobilize resources to build social arrangements and respond to problems. They focus on social entrepreneurship by combining their business skills and knowledge with commercial initiatives and common social impacts to create businesses that reach social goals (Emerson and Twerksy, 1996).

In this study, evaluations were made within the scope of Narkoy example to examine social entrepreneurship and co-creation value in tourism enterprises. The concept of co-creation (Vargo and Lusch, 2004) incorporates customer engagement and co-creation into the common service process with service providers and customers and focuses on creating common value on the idea created by the service. This aspect sees the businesses, customers and other stakeholders as social and economic actors that integrate services and resources such as knowledge and skills in their efforts to create value for themselves and others (Vargo and Lusch, 2008). Co-creation is often used as a valuable resource by social entrepreneurs in the production or distribution of products or services (Volkmann et al., 2012).

Social enterprises emerge as important organizational actors in market economies. Tourism can act as a social power that serves human development in global societies and it is an important driving force in creating social value (Higgins-Desbiolles, 2006). The study area Narkoy, which is in Kerpe (Kocaeli, Turkey), has Nar Training and Consultancy Center's training focused on sustainable tourism is an important center and organic farm. At the farm, visitors are offered workshop facilities and various activities are carried out with them. Nar Organic Agricultural Farm keeps a seed bank with more than 800 seeds.

When the case of Narkoy is evaluated within the scope of co-creation value, it generates employment in the region and contributes to the economic, social and environmental development of the area. Besides that, it demonstrates the feasibility of sustainable tourism and to carry out joint activities with the visitors. In addition, Narkoy is important in terms of creating co-creation value as an enterprise,
which is responsible for social entrepreneurship, aware of the sustainable use and conservation of resources and sharing information with its visitors through education (Çiftçi, 2017).

Bibliography

Authenticity as an element of signification in sport tourism activity
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One of the main criticisms that are usually made for sport tourism is that of conducting the construction and experimentation of pseudo-events that, to some extent, cannot reflect - or better - return the culture of the place. This type of criticality suggests that in the process of creating tourist packages related to this type of events, measures related to hospitality are put in place that can in some way distort the authenticity of the places.

The communities that are at the centre of these events try to balance the public exposure of their lives through a progressive structuring in front stages and back stages to allow them to safeguard their sphere of internal community relations from extemporaneous visitors.

Bale, in 1994, was among the first to suggest that sporting events are essentially cultural events and involve a change in the perception of the place where they are practiced.

Cultural landscapes are constructed, where the role of sport is essentially semiotic: it reflectspart of the cultural landscape of the place and reflexively part of its own narration.

The identity of the place is built through the sedimentation of community values in which sport plays an important role: sport attraction, the vocation towards a particular sport are, in fact, a reflection of the culture of the place.

The central focus of this work is based on the well-known work of Ning Wang (1999), which, among other things, proposes an interesting taxonomy that incorporates the concept of authenticity, declining it in a post-modern but inclusive and not elusive, introducing as a yardstick the experience of the tourist, which is understood as existential authenticity that could be declined in an inter-personal or in an intra-personal way, both with relevant implication for the sport tourist.

The work will draw some elements from a recent study about the Italian Outdoor Sport Tourism in 2017 from shed light on the polarization of sport tourism among the ‘adrenaline’ disciplines and the slow ones.

Both of these types of disciplines act in the sense of giving the sensation of authenticity in the sport practice and to have ability of catching the soul of the hosting communities.

It’s concluded that the problem of authenticity could helpfully be faced using the Wang taxonomy but, at the same time, it’s still needed to find new ways to study the problem of the virtualization of authenticity and the role that –in this virtualization– has the new (and partially the old) media.
Sustainability and storytelling as a tourism development strategy

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Keywords: sustainable, storytelling, marginalized area, sport, tourism.

The Lazio territory constitutes a great cultural resource rich of variety of the natural landscape and history of peoples and civilizations. Many of these territories had not been discovered yet. In particular, the locations adjacent to the lakes present in the Pontine territory – i.e. the case of Fogliano Lake - represent marginalized and not tourist areas, even if they are rich of natural resources to be exploited. Villages, often marginalized, can be recovered and they can regain their cultural, social and economic value. In fact, leveraging, on the underutilized territorial capital, in this research we are going to propose a local development pathway (Olivieri, 2014), based on outdoor sports practice and storytelling, to make the marginal territory attractive. From a cultural and historical offer to a gastronomic one, the variety of the touristic Italian offer is a good starting point to build a tourist destination (Brogna, Cocco, 2017). Assisted by brilliant creativity, it is even possible to led unexplored territories to a rebirth. In particular, the proposal of new and unexplored tourist destinations is combined with the need for experience and emotion of the journey, now more and more requested by visitors. Thus, the synergy between storytelling tools and unexplored territories can be a good wedding. For example, tourism in historic villages can play an important role as a driving force for a healthier and more sustainable development of the territories, to the benefit of local communities and small tourism businesses (Paniccia et al., 2011). In this context, the integrated proposal can give rise to forms of sustainable, responsible and accessible tourism.

Impact of CEO’s overconfidence on corporate financing decision: In reference to the mediating role of risk perception in Pakistan Capital Market

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Keywords: CEO overconfidence, risk perception, corporate financing decision, Leverage.

The purpose of this paper is to investigate the impact of managerial overconfidence on corporate financing decision and the mediating role of risk perception on the relationship between CEO/CFO overconfidence and corporate financing decision. This study indicates that psychological factors affects the decision making of top management. So this research explores overconfidence bias effect on the corporate financing decision with the mediating role of risk perception. Because psychological factors are basic factors that affects the decision making of human beings. Research designed for the research work is causal and primary data has been used to test the results of this study. Among all the companies listed in Pakistan stock exchange researcher has selected CEO’s or CFO’s of 200 companies as a sample. E-Questionnaire has been used to collect the required data and LinkedIn and other mailing sources are used to collect the required information. Simple linear regression and correlation are employed to test the model and Baron and Kenny, (1986) four step mediation is employed to test the mediation effect of risk perception. Results of this study conclude that there is a significant positive relationship between overconfidence of CEO and leverage and there is significant negative relationship between CEO overconfidence and risk perception. But there is an insignificant result for mediating role of risk perception between CEO overconfidence and Leverage.
Financial dynamics of lodging companies during nine years: a comparison between hotels and other lodging companies

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Keywords: Tourism, hotel, Crisis, Finance, Performance, Ratio

The global financial crisis has affected all countries during the period 2008-2014. Lodging companies play a strategic role in the economy of a country. The performances of lodging companies, and in particular hotels and other lodging companies, will be analysed in this paper, referring to the period of the crisis 2007-2015.

The aim of this paper is to analyse financial dynamics of the aforementioned lodging companies, to check whether they have suffered the effects of the global crisis. To this end, data from the AIDA database relating to Italian companies in the sector were used. The financial dynamics of these companies has been analysed using the main financial ratios, quick ratio and debt/equity ratio. An analysis of the trends and ANOVA of these ratios was carried out for the period 2007-2015. Thus, the nine years during and after the crisis, i.e. 2007-2015 had been considered.

The sample was made up of Italian lodging companies. Then we verified the number of such companies for which data are available for the indexes considered in the 9 years under investigation. Successively, different groups have been identified using two discriminating factors, the geographic area and the business market. In this way, it has been verified whether the global crisis has affected financial dynamics of lodging companies in Italy. The results show that the crisis has had different effects for the two business markets, hotels and other lodging companies.

Bibliography
Tourism is a non-sector, a complex phenomenon that can be seen from different points of view:
- economic,
- sociological
- philosophical.

For all analyzes, however, it is necessary to refer to reliable data.

For the non-tourist sector, data are the result of estimates even when they do not appear. Some paradoxes can be identified, the first of which is that the estimates are often more true than the data collected at the origin, as happens for some sample surveys compared to ISTAT data collected at the sources, which should have maximum reliability but not the they have.

The document presents a critical overview of the ISTAT survey on Italian travel and holidays and sample surveys at the Bank of Italy's borders.

In addition, assess the potential of other surveys used to estimate tourism movements and their economic contribution, starting from the Gio.Ne model to end up with Big Data.

Gio.Ne. The model estimate that the real presences of tourists in Italy are about three times that appear from the official statistics.

A comparison between the Gio.Ne model and Big Data model, as a case study. A new statistical world has already opened.
Bibliography


Contemporary Business Challenges and Management Innovation in Tourism Sector: the case of Virtual Museums

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Keywords: Virtual, Musealization, Heritage, Public Management, Financial Sustainability

The enhancement of cultural heritage has been a recurring theme within the scientific debate by scholars from different disciplines and in the political agenda of most countries over the last decades (Meneguzzo, Grossi, 2002; Ferri, Zan, 2012; Esposito, 2013; Esposito, Ricci, 2018). The purpose of this paper is to provide an analysis of the growing phenomenon represented by the “Virtual Musealization” of archaeological sites in Italy, focusing on the case of Pompeii and Herculaneum. The result will be a form of virtual accountability supporting on the one hand, the improvement in accessibility to museum services and particularly to the ruins of Pompeii and Herculaneum and on the other hand, facing the lack of resources and inadequate structures and skills for the protection and preservation of archaeological heritage of humanity (Zan, 2002; Ferri, Zan, 2012; Esposito, 2013; Esposito, Ricci, 2018). The work aims to achieve the research objectives through an “deductive /inductive “ search method (Yin, 1995, 2000).

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Experiences of Hybrid-Travelers: A Glance to VFR, Business and Political Tourism

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Official statistics indicate that only about one half (53%) of the international tourism market is comprised by tourists who travel for leisure/recreation/holiday (UNWTO 2016). Some 14% of all international tourists reported travelling for business, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious practices, health treatment, political activities, volunteering etc. Compared to leisure tourists, these part-tourists (Cohen 1974) or hybrid-travelers (Unger, Uriely and Fuchs 2016) are more likely to interact with locals who are not “professional hosts” and to experience the destination beyond the “tourist “environmental bubble” (Cohen 1972). The experiences of these hybrid-travelers who comprise almost half of the international tourism market are the main concern of the current analysis.

Based on previous and on-going research of mine, I analyze experience of three types of hybrid-travelers: a) VFR tourists; b) business travelers; and c) political tourists. The analysis addresses various aspects in the experiences of these hybrid travelers, including their sense of being a stranger, the nature of their contacts/relationships with locals and their quests for relaxation and excitement. In theoretical terms, the analysis relies on various concepts, such as objective/constructed/existential authenticity (Wang 1999), familiarity with place (Schutz, 1944), situational control and privacy (Goffman, 1959; Watson & Austerberry, 1985) and sociability in associations (Simmel, 1949).

Overall, the analysis points towards the similarities and differences between these hybrid travelers and conventional leisure tourists. The insights of this analysis provide guidelines for future research and scholarship about the linkage between tourism and other forms of contemporary mobilities.
Route tourism. Defining the phenomenon and analyzing the impact on Umbria Region (Italy)

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Keywords: Route tourism, Slow tourism, Sustainable tourism

1. Route tourism: meaning and description of the main characteristics
Sustainability and sustainable tourism are becoming more and more common words. Nevertheless, the knowledge of all the elements that contribute to the dissemination of sustainable practices are still partial and so further study is needed to definitively understand the peculiarity and potential. Among these, the c.d. “slow tourism” is perhaps among the less known, although it is now consolidating as a very interesting market (Dodds, 2012). Born from the thrust of the slow food movement that emerged in Italy at the end of the 80s (Guiver & McGrath, 2016), slow tourism and slow travel are terms of increasing use even if still without a shared definition (Moira et al., 2017; Guiver & McGrath, 2016).

A first overview of slow travels was proposed by Lumsdon and Mcgrath (2011) who listed the characteristics of this market: slowness and time value; authenticity of the destination; travel arrangements and travel experience; environmental awareness and sustainability. The types of travel that include consumption practices generally considered to feature slow tourism contain various experiences such as participating in local traditions, perhaps in a rented accommodation, eating and drinking local products while exploring the area on foot or by bike (Guiver et al., 2016).

The emerging literature on this theme suggests that, considering the growth of “slow” concepts in other fields such as slow food, there is the possibility to use the adjective “slow” also in tourism marketing and branding destination development plans (Presenza et al., 2015). Among the types of slow tourism, the one that is attracting the greatest attention in Europe and, in particular, in Italy is the tourism of the routes (route tourism: Murray & Graham, 1997; Briedenhann & Wickens, 2004). The most famous example is the “Camino de Santiago” (Spain), that in 2016 recorded over 250,000 walkers or, looking at the Italian context, the “Via Francigena” that recorded over 40,000 walkers. In confirmation of what has been highlighted, it is important to mention that the Italian Ministry of Tourism has already promoted 2016 as the year of the walking paths and has announced that 2019 will be the year of slow tourism.

However, in spite of the growing interest in slow travel - and, in particular, on the route tourism – a recent research (Khan, 2015) shows that still few tourist proposals and few destinations are characterized as slow tourism.

2. Research objectives and methodology
Given the importance of this type of tourism for Italy and for the Umbria region in particular, the research has the following objectives: 1) to identify the presence in the Umbria region of tourist offers identifiable as tourism routes; 2) to analyze the commercial proposals (communication, inclusion in packages, special packages, etc.); 3) to estimate the impacts of this type of tourism on the destination (Mason, 2015) through the analysis of the economic-financial repercussions; socio-cultural and environmental; visibility and notoriety.

From the methodological point of view, the study uses the multiple case study approach (Eisenhardt, 1989; Yin, 2009). Data collection for the analysis of the case studies will be carried out as follows: for points 1 and 2 (currently in progress) through a content analysis of the Internet materials of the Umbra tourist offer traceable on the basis of the key words “Walking routes”, “Walking”, “Slow tourism”, “Slow tourism”, and “Slow travel”. For point 3 the analysis will be carried out on specialized tourism journals. From the direct stories of tourists we will try to derive their behavior of tourism consumption both in terms of quality (what they do) and in monetary terms (how much they spend). Through the definition of the typical profiles of walkers and an estimate of their number, we will try to achieve a qualitative and quantitative measurement of the impact on the destination.

3. Results and empirical evidences
The research is currently under way. The results will be presented at the conference together with this short paper updated with the same.

3. Conclusions
The conclusions, as well as the empirical evidence, will be provided during the conference. If requested, the short paper can also be provided in advance to allow its insertion into the proceedings or dissemination during the conference.

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Design of regional strategies for the private sector engagement and mobilization towards sustainable destinations

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Keywords: Tourism Indicator System in Albania, SMEs, Vlore regional strategies

Although Europe remains the first world tourism destination Albania still claims a modest share of this influx of tourists. Since the early 90's when it opened to the rest of the world, efforts made by country's governments to walk an unknown path have earned Albania growing numbers of visits. The proximity to consolidated neighboring markets has highlighted country’s cultural and natural heritage as main tourism assets, while the private sector has had his own share in this achievement through the constant adaptation to change and embrace of technology.

Expectedly, as a newly emerging destination it faces challenges and the reinforcement and improvement of sustainable tourism development in order to ensure the long-term competiveness of the industry tops this list. So, despite tourism in Albania bearing great potential, as export oriented several documents indicate that the country lacks coordinated environmental protection actions creating a heavy pressure on the natural and cultural environment. The increase in tourists has had its downsides in the environment evident in the saturation of recourses due to a boom in construction, waste left behind, water efficiency tested, and energy used leaving an impact in the communities being visited. At the same time, due to present economic situation there is high unemployment, low income per capita and a lack of indigenous vocational training and human resources development.

In the meantime at European Level there is a great discussion about the European Tourism Indicator System (ETIS) for Sustainable management at destination level adopted by many governments. Despite isolated steps taken by national authorities on the issue of sustainable destination management, it is the first time that policy makers and highly specialized educational institutions of Albania come together to initiate the integration of the above tool into policies. The whole system was pilot-tested in The Region of Vlora in Albania, a territory high in demand for tourism services and a variety of products yet with a very complex progress. The article sheds light in the pilot implementation of the Tourism Indicator System in Albania. Although the pilot-testing constituted a "comprehensive approach" that incorporated the function of destination management, the relevant engagement of professional associations such as tour operators, SMEs remained incomplete. The core of this article consists on the design of Vlora regional strategies for the private sector engagement and mobilization towards a sustainable destination, which sets the grounds for the mobilization of local enterprises and individuals towards the implementation of EU strategies for sustainable tourism destinations.
Testing Benford law within tourism data in Romania

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Keywords: Benford law, tourism data, Romania, data validation

Does data within tourism sector (financial reports and/ or geographical entities distribution) from Romania obey Benford law? Nowadays it is widely known that an important tool to detect data manipulation consists in a test of empirical distribution against Benford law. Due to the fact that within hospitality industry the cash propensity occurs in a greater extent, such an ex-post validation of datasets is more than welcomed. Using official tourism data about Romania, here it is shown that such an approach is interesting and useful. The main hypothesis which is tested here basically claims that, since fiscal evasion proven to be high in Romania doubled by the cash propensity, the tourism data in Romania should not obey Benford law.

The communication of the stakeholder engagement processes: a cross-country analysis in the Hospitality industries

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Keywords: Corporate social responsibility, stakeholder engagement, tourism industry, Gri report, digital communication, sustainability, country effects

In recent years, the attention of companies to the theme of Corporate Social Responsibility (CSR) has grown considerably. This phenomenon has been favoured by the recognition by companies of competitive advantages connected to the adoption of practices oriented to sustainable development. The potential areas of benefits connected to the adoption of socially responsible strategies are the growth of reputation, the reduction of risks and the development of the relationship with employees and stakeholders in general. (Vogel, 2005; Pivato, Misani, and Tencati 2008; King and Whetten 2008; Kurucz, Colbert and Wheeler, 2008; Carroll and Shabana 2010).

The need to involve stakeholders in CSR activities is even greater in sectors such as the hospitality industry and tourism, in which, given the characteristics and the close relationship between the company and the territory, the lack or ineffective participation of stakeholders can represent an obstacle to a development oriented towards sustainability.

Tourist companies have gradually adapted their systems of communication and interaction with users in order to generate shared objectives and social consensus (Stokes, 2008; Tompkins et al., 2008; Herrera et al., 2018). In this sense, some studies have highlighted the twofold purpose of such good practices: on the one hand, in fact, they could improve interaction with stakeholders, pursuing common objectives, on the other they could pursue more social legitimacy by the local community (Khazaei et al., 2017). The SE was analysed by the academics from different perspectives (Dal Maso et al., 2017) and the main problems derive from the heterogeneity of the interests to be reconciled and therefore from the difficulty of making choices that fail to create consensus in all the categories of stakeholders. In recent years, the tools through which the processes in question are communicated have also grown. In particular, the use of the corporate websites represents one of the most useful tools, due the ability to improved the direct interaction whit the stakeholders (Gakhar, 2012; Sobhania, Amran and Zainuddin, 2012).
The literature has already addressed the topic, through the observation of the characteristics of the CSR’s communications by reports (Lock and Seele, 2016; Diouf and Boiral, 2017) and web site (Chapple and Moon, 2005; Wanderley et al., 2008; Santos et al., 2016). These studies highlight how the CSR’s communication needs attention by the management due to the different characteristics of the stakeholders. Also, the institutional context where the companies operate represents another factor that can drive the stakeholder engagement processes in Tourism and Hospitality sector. Specifically, our research regards the communication of the International Hotel by their sustainability report and their institutional web site. For our purpose, the sample is composed by the Hotel who produce their sustainability report according to the Global Reporting Initiative (https://www.globalreporting.org/Pages/default.aspx). Our analysis covers the fiscal year 2017, and our final sample is composed by 94 companies. Also, the large part of our sample is composed by companies that operate in Europe. The evaluation of the level of quality connected to the stakeholder engagement’s communication was conducted by the identification of qualitative variables. The selection of the variables was conducted in accordance to the previous literature and some of the most international non-financial accounting standards like Global Reporting Initiative (GRI-Standard), AccountAbility 1000 (AA1000) and International Integrated Reporting Council (IIRC).

Our research questions are:
q1. What is the impact of the national contexts on the degree of quality of the stakeholder engagement activities conducted by non-financial report and web site?
q2. Regarding the specific contexts, what are the differences between non-financial reports and web sites in terms of stakeholder engagement’s quality?
q3. What are the main differences in terms of stakeholder engagement’s communications into the different institutional contexts?

The objective of the paper is to provide useful elements to improve the effectiveness of stakeholder engagement’s communication. The theoretical implication of the paper is represented by the opportunity to improve a field of engagement’s communication.

Identification of the cruise tourists’ motivations
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Keywords: cruise tourism, tourist motivation, destination, content analysis

As an important and growing business area in tourism and travel industry, cruise tourism and tourist behaviours at cruise travels have become attractive research themes for the academics. One of the underexplored issues in cruise tourism-related literature is tourists’ main travel motivations. Hence, the objectives of this study are to clarify cruise tourists’ demographics and travel motivations. By using data collected from international cruise tourists visiting to Kusadasi Harbour, in Aydin-Turkey 133 open-ended responses about the main cruise tourism motivations were obtained from 79 international tourists. A content analysis showed that majority of the participants preferred cruise travels with the motivation of seeing many destinations easily in a short time. Findings are indicating the main motivations of cruise tourists that may suggest marketing-related strategic attempts both for the cruise companies and destinations.

1. INTRODUCTION
Cruise tourism is one of the most fast growing tourism types in the world. Cruise Lines International Association’s (CLIA) 2017 data show that 25.8 million people were projected to travel by ocean or river cruise ships. For better understanding cruise tourists’ behaviours and for meeting the needs or expectations of this market segment, researchers need to study the demographics and main motivations of cruise tourists. Although, these research issues have been attempted to be explored in the couple of previous studies, the gap in the literature should be fulfilled with a deeper level of knowledge. The present study seeks to extend cruise tourism literature by presenting the results of a survey conducted in Kuşadası Harbour, in Turkey. With the participation of 79 international cruise tourists, basic tourist demographics are exhibited and their main travel motivations are introduced. In the next section, a literature review on cruise tourists’ motivations is presented. Following, the research method is presented and analysis results are explained. In the final section, findings are discussed according to their implications, and the study is concluded with future research recommendations and study limitations.

2. LITERATURE SUMMARY OF CRUISE TOURISM MOTIVATIONS
In many studies in the literature, cruise tourists were profiled according to their demographics. For example, in an early study, Field, Clark, and Koth (1985) aimed to profile American travellers visiting Alaska by their demographics and selection reasons to travel with cruise ships. The authors showed that cruise travellers were mostly motivated by the “enjoyment”, “relaxation” and “vacation” factors. Elliot and Choi (2011) attempted to compare generational differences in selecting cruise travels. In the sample of American tourists, their findings illustrated that “solitude” and “isolation” were

Bibliography

Elliot and Choi (2011) attempted to compare generational differences in selecting cruise travels. In the sample of American tourists, their findings illustrated that “solitude” and “isolation” were
important motivations for the Mature Generation and Baby Boomers, while the Generation X was more people-focused, and motivated by interpersonal interactions such as “renewing connections” and “family ties”.

Some researchers attempted to explore the relationships between tourist demographics and some variables. In one of these studies, Qu and Ping (1999) investigated the Hong Kong cruise tourists’ profile, motivation factors, and satisfaction. Research results showed that “escape from normal life”, “social gathering”, and “beautiful environment and scenery” were the main motivations of these tourists. Tourists were also highly satisfied with food and beverage facilities, and staff performances. In a more recent study, Chen, Neuts, Nijkamp, and Liu (2016) examined the roles of motivation, preference and intention as the determinants of cruise demand in the case of international cruise tourists visiting four Taiwan ports. The findings indicated that some motivations either negatively or positively impact specific cruise preferences and intentions. For example, “escapism” and “bonding” motives had significant and positive influences on tourists’ demand for cruise facilities. Lemmetynen, Dimitrovski, Nieminen, and Pohjola (2016) investigated the cruise destination brand awareness as a moderator in the motivation-satisfaction relationship, with a study on British tourists visiting the city of Pori, in Finland. Their results showed that motivations such as “social recognition”, “self-esteem”, “discovery”, “socialization”, and “convenience and value” had influence on satisfaction with the destination.

Potential tourists’ motivations are also a research topic for the scholars. For example, Jones (2011) attempted to clarify potential North American cruise tourists’ motivations by a survey study. Main tourist motivations were explored by investigating the effects of information sources, vacation attributes, and motives. Motivations were identified by a scale derived from the Leisure Motivation Scale. The influences on motivations were shown to vary depending on cruise experience, whereas cruise itinerary had no impact. In Fan and Hsu’s study (2014), the authors aimed to clarify the preferences of potential Chinese cruisers and their expectations, motivations, and intentions of participating outbound cruise. While the top rated motivations were to: “enjoy beautiful environments and sceneries”, “experience attractive routes and destinations”, and “see and experience new cultures”; the lowest motives were to: “enjoy casino experience”, “enjoy health and exercise”, and “visit friends or relatives who live in the destination. Fu, Huang, and Cai (2010), by following pull cultures”; the lowest motives were to: “enjoy casino experience”, “enjoy health and exercise”, and “visit friends or relatives who live in the destination.

4. RESULTS
4.1. Demographics of the Participants
According to responses, majority of the participants are females (64.6%), who are at the age group of 46 or above (62.0%) (Table 1). Most of the tourists are married people (77.2%), who have university level of education (57.0%). The total of the Americas, English and Canadian tourists constitute the majority of the participants (78.4%). Family member(s) are the companions of the respondents, in general (75.9%). Half of the tourists have monthly household incomes at the level of 5001 Euro or more (51.5%).

Table 1. Participant Demographics

<table>
<thead>
<tr>
<th>Variable</th>
<th>f</th>
<th>%</th>
<th>Education Level</th>
<th>f</th>
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<td>39-45</td>
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<td>11.4</td>
<td>1001-2000 € and below</td>
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<td>46 and above</td>
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<td>62.0</td>
<td>5001 € and more</td>
<td>7</td>
<td>10.3</td>
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<td>3001-4000 €</td>
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<td>5001 € and more</td>
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<td>8.1</td>
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<td>1st time</td>
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</table>

4.2. Analysis Results
Each of the open-ended responses about cruising motivations is firstly read by the author. Then, each of the motivations is located under the title that best represents it. After this process, 13 motivations are highlighted from the total of 133 responses (Table 2). “Seeing many destinations easily in a short time” is shown the top motive of cruise tourists (27.8%). This is followed by “feeling of relax with no travel stress” (18.8%), “luxury hotel comfort” (12.9%), “a different holiday experience” (9.8%), and “exploring new cultures and places” (9.0%) motivations. The use of mobility skill when still can, is one of the least popular travel motivations. Results indicated that motivation was a determinant of cruising intention. Market segmentations by motivations have been another area of research in this context. For example, Satta, Parola, Penco, Persico, and Musso (2016) proposed a cruising motivation measurement scale in their study and attempted to segment both actual and potential cruisers from multiple regions by their main motivations. As a result, six clusters were obtained, which are named as the: family togetherness, price-watching and well-informed, hard to pleasure, passive cluster, excitement and experience-seeking, and learning and exploration. In another segmentation study, Caber, Albayrak and Ünal (2016) who clustered international cruise tourists by their motivations and obtained two groups, namely: Utilitarian and Ambitious; and Variety Focused.

3. METHOD
Survey method was preferred for data collection in this research. By a semi-structured questionnaire, participant demographics and main cruise tourism motivations are identified. Volunteer respondents visiting to Kusadasi Harbour, in Aydın-Turkey are requested to answer close-ended demographic questions, and open-ended section for expressing their main cruise travel motivations. From 79 participants, 133 motivation statements were obtained, which are later content analyzed and categorized under same constructs. The results are summarized in the next section.

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83
DISCUSSION AND CONCLUSION

Cruise tourism is unique in offering tourists to gain new experiences and to see many destinations when they travel with comfortable and luxury cruise ships, where numerous services are available. As attempted in this study, cruise tourists and their main motivations for cruising are still among the open-to-explore research themes in the tourism and travel literature. Therefore, findings of this study show that cruising is attractive for the people who look for relaxing, comfortable and luxury way of travel. Many destinations are also can be seen by following a well-organized route, which is an important fact that highly motivates tourists. Participants of the survey are seen mostly consist of tourists who are either first-time (32.9%) or repeat cruisers (34.2%). This finding indicates the variety of tourist types and the potential of cruise tourism. Hence, cruise tourism has the capacity of attracting tourists who want to experience it and who are loyal to it. Sector authorities are recommended to motivate potential tourists who are the citizens of different countries and the members of social classes by offering variety of services or attractive prices so that sales opportunities can be turned into sustainable tourism demand since this tourism type has a growing popularity in the world.

One of the limitations of this study is to examine international tourists who were visiting Kuşadası Harbour, in Turkey. In the future research, the scholars may obtain data from various ports located in different countries and compare the destination-based results. Moreover, this study just focused on tourist demographics and motivations. In other studies, researchers may examine the relationships between demographics and other variables. In spite of such limitations, the findings of this research suggest valuable outcomes mainly for the cruise companies and destination authorities.

Bibliography


Table 2. Cruise Tourists’ Motivations

<table>
<thead>
<tr>
<th>Motivation</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing many destinations easily in a short time</td>
<td>37</td>
<td>27.8%</td>
</tr>
<tr>
<td>Feeling of relax with no travel stress</td>
<td>25</td>
<td>18.8%</td>
</tr>
<tr>
<td>Luxury hotel comfort</td>
<td>17</td>
<td>12.8%</td>
</tr>
<tr>
<td>A different holiday experience</td>
<td>13</td>
<td>9.8%</td>
</tr>
<tr>
<td>Exploring new cultures and places</td>
<td>12</td>
<td>9.0%</td>
</tr>
<tr>
<td>Being with friends and family</td>
<td>7</td>
<td>5.3%</td>
</tr>
<tr>
<td>Well-organised itinerary</td>
<td>6</td>
<td>4.5%</td>
</tr>
<tr>
<td>Fine food</td>
<td>4</td>
<td>3.0%</td>
</tr>
<tr>
<td>Atmosphere of the cruises</td>
<td>4</td>
<td>3.0%</td>
</tr>
<tr>
<td>Make new friends</td>
<td>3</td>
<td>2.3%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>2</td>
<td>1.5%</td>
</tr>
<tr>
<td>Gift of a friend/family member</td>
<td>2</td>
<td>1.5%</td>
</tr>
<tr>
<td>Travel as I can still (senior)</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Investigating the relationship between local knowledge and tourism attractiveness of local territories

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Abstract

Apulia Region is one of Italy’s most visited tourist destinations for its beaches, food, local traditions, cultural and religious heritage. In 2015, the National Agency of Tourism ranked Apulia Region third among southern Italian regions in terms of tourist arrivals and Bari (the capital of the region) and its coasts results the most visited from foreign visitors.

One key aspect of tourism impacts on a place is that the visitor’s interest and satisfaction is a source of community pride. This issue seems debated because residents take for granted their local resources. Resident perceptions of tourism is largely debated by the scientific community. Generally, the majority of studies focus on what residents perceive. Departing from these studies, we focus on the relationships between resident’s identity and tourism perception. In particular, we investigate: i) whether the resident’s identity is related to socio-economic and environmental factors of tourism perception; and why residents perceive their own place of residence as a place of touristic attraction to foster local development.

To achieve the above aims, we use a stochastic approach to understand the magnitude of the relationships between resident’s identity and tourism, and a text mining approach to uncover local knowledge as a driver of touristic attractiveness and local development. The analyses are based on a survey conducted in Apulia Region in the south of Italy.

Main results uncover socio-economic and environmental features of the relationships occurring between resident’s identity and tourism and latent information of resident’s perceptions of tourism. Finally, main results suggest bottom-up strategies for tourism and local development.

Is AirBnB really convenient for a host?  
A statistical model to identify super-hosts

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Keywords word: Airbnb, super host, VGAM, Random Forest, occupancy rate

AirBnB is one of the most famous examples of sharing accommodation that has been developed in recent years as a new form of hospitality that have a relevant impact on tourism industry. The company has joined together in a unique community the owners of apartments and rooms who want to rent their space.

In this study we focus on AirBnB’s hosts and their activities. Firstly, we want to classify the hosts to understand their characteristic, to evaluate possible clusters and to gain information about the variables that can influence the clusters. Secondly, we want to distinguish the hosts in two specific groups: “super hosts”, defined as the successful hosts, and “standard hosts” and to identify variables causing the success of the host. Finally, we want to create a statistical model that can support the host to improve their occupancy rate. We use vector generalized additive modelling framework for the above-mentioned purposes. We focus on the data of AirBnB concerning hosts that operate in Sardinian, an Italian island, in the year 2016, and define a general model that can be applied on worldwide AirBnB data.

Bibliography


The Economic and Financial Balance of Italian Bed and Breakfasts during and after the 2008 crisis

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Keywords: Accommodation, Tourism, Ratios, Italian Bed and breakfast.

The recent international economic crisis has reduced the tourist's economic resources. It has had a significant negative impact on hotel occupancy in many countries. The traditional hotels "suffer" from the growing competition of alternative accommodation facilities, especially the bed and breakfast that have developed a unique attractiveness, considering the competitive prices and the "special" atmosphere that characterizes them. This study related to thousands of Italian bed and breakfasts (and similar facilities). It measured the ten-year evolution of the main economic-financial balance sheet indicators, distinguishing structures in relation to their geographical area of origin. This led to useful considerations aimed at the future choices of operators and above all interesting scientific outcomes related to the performance of the sector.

1. Introduction: purpose and structure of the paper

The main purpose of this paper is to analyze the patrimonial, financial and economic equilibriums of Italian bed and breakfasts and similar accommodations, during and after the international economic crisis (2008-2017). More than the available statistical data on the number of completed and initiated initiatives, average information deriving from financial statements is presented to verify the response modality of companies in a specific segment of the production of services to the stimulation of the contraction of resources available for investments and consumption, effect of the crisis.

The choice of this production area is motivated by the fact that the tourist offer evolves all over the globe, above all because the developing countries offer increasingly popular destinations because they are innovative and low-cost.

The Italian tourist offer remains, however, unique in the world considering the wonderful mix of natural, historical and artistic beauties. Traditional accommodation structures (hotels and motels) are, however, often obsolete, sometimes modest in family management and therefore in need of restructuring and modernization.

Moreover, they are suffering more and more from the competition of other accommodation facilities that the bed and breakfasts are increasingly becoming an alternative way of hospitality at competitive prices and that better intercept the evolution of tourist demand.

This study aims to analyze the ability of bed and breakfasts to resist the stimulus of the crisis, measuring the trend of their balance sheet, financial and economic over time, comparing it also with reference to the different areas of the country.

2. Methodology

The research is based on the financial statements of a sample of medium-large companies over the years indicated. The production companies investigated are characterized by the Ateco code 55.20.51: Guest houses for short stays, holiday homes and apartments, bed and breakfasts, residences. Their budgets are available on the AIDA database in a special section. From them, margins and capital, financial and income indexes were obtained.

In particular, the trend of: Roe, Roa, Financial Leverage, Index of coverage of fixed assets, etc. is analyzed.

After having outlined the trends, identifying possible connections with the economic crisis then underway, complex statistical elaborations have developed, including the analysis of variance (ANOVA) to check if there are any statistically significant differences between the different geographical areas in which it is traditionally divided in Italy, as is presumed, considering the atavistic socio-economic and structural heterogeneity, which develops different dynamics of tourist flows.

3. Results

First of all, the results of the analysis show a typical way of these productive initiatives to react to the economic crisis and, more generally, could provide a strategic model to other companies, even in different sectors, to effectively respond to market changes dependent on riches available, even in times other than the emergency.

Obviously the perspective of data interpretation will be typically economic-business, necessarily supported by quantitative statistical elaborations.

However, the information obtained is symptomatic of the tourist evolution in the period considered, in the different macro-regions of our Italy, and therefore of how the entire sector has suffered the effects of the crisis. It will therefore not be difficult to cross the results with the results of macroeconomic studies.

More generally, we want to provide an example on how to "enrich" the annual final communication of each company with comparisons with average sector data immediately perceptible even by a user without hyperspecialistic knowledge.

4. Reference scientific context

This study is part of a broader research project inspired by a common logic of analysis of the effects of the crisis on the balance sheet, financial and economic balance of Italian companies.

The project has investigated, first of all, the companies in a cooperative form, reaching results already published (Fusco and Migliaccio, 2015, 20161, 20162 and 2018) and soon to be published (Fusco and Migliaccio, doi: 10.1504 / IJBG.2019.10011867). Recently, a specialized study concerning social-assistance residences - RSA for the elderly in the form of social cooperatives (Migliaccio and Losco, 2018) was also published.

A similar methodology has also been extended to joint-stock companies belonging to different sectors that are particularly relevant to our economy. Also in this context, results were published in the tanning sector (Migliaccio and Arena, 2018) and in the plastics production (Migliaccio and De Blasio, 2017), while some results relating to energy companies are soon to be published (Iovino and Migliaccio, DOI: 10.1504 / IJBG.2019.10011698). The tourist problems are analyzed in the published works of Iovino and Migliaccio, 20181 and 20182.
Narrating territories: Placetelling as a tool of tourism promotion

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Keywords: Placetelling, tourism, education, local development

Narratives have always been the way through which we preserve and transmit a place’s history, so to capitalize its legacy; protection and enhancement of local natural and cultural heritage are indeed strongly linked to such a kind of everlasting knowledge and local communities are directly engaged in the preservation their common legacy in order to transmit it to coming generations.

Placetelling is a creative method for a place’s narratives, a strategic asset to support communication and promotional processes. After a short explanation regarding the theoretical background inspiring Placetelling, the contribution presents the experience of the School of Placetelling, designed for young professionals in the field of communication whose skills and competences can effectively support local institutions (and, in general, local stakeholders), in the implementation of tourism promotion.
Ski resorts face specific problems worldwide. Seasonal conditions, increasing snowfall shortage, fierce international competition, needs of a very careful market segmentation, and particular customer care to be granted to skiers are all crucial questions which not every other sort of tourism destination have to address. Web quality – far from being only a must in digital times – can help managing some of these questions efficiently. The paper reports on an extensive quality evaluation of the web presence of fifteen Italian ski resorts in the Alps, which was performed while researching for a final dissertation successfully discussed in the frame of the Master Course in Project and Management of Tourism Systems at the University of Bergamo. The ski resorts considered were chosen for their connotative role in different sections of the Alpine range system. The resorts’ size was specifically taken into account, in order to guarantee a comparison between big and small ones. A distinction between intercommunal resorts and proper destinations was also acknowledged. Resorts’ and destinations’ websites were analysed and compared by putting the 7Loci quality evaluation meta-model to good use, hence analysing both official websites and social networking activities. Web presence quality and tourism performance of the ski resorts considered are compared, and their relationship discussed. Conclusions, which may be useful in terms of benchmarking, testify of a general improvement in recent years. Small resorts, though some of them work properly on the Web already, are in special need of high-quality digital communication.

Bergamo Quest has been a recent initiative in the field of urban gamification. A specially designed app for iOS and Android operating systems was developed and distributed, to provide international tourists with digital treasure-hunting opportunities in the town of Bergamo, a successful destination in Northern Italy. The app was created and promoted by Routes Software Srl, a reputed start-up in the region. This paper reports on the initiative, taking into account the different sets of questions that any urban gamification product comes across, concerning technology, interface usability, content quality, marketing sustainability, Wi-Fi coverage, and consistency with the destination’s tasks. The research was conducted in close cooperation between Routes Software Srl and the Master Course in Project and Management of Tourism Systems at the University of Bergamo. Conclusions of a two-year research confirm that technological quality, good interface usability, and knowledge of the destination’s heritage are essential components to develop an urban gamification product. Marketing sustainability and Wi-Fi coverage, however, should also be carefully considered.
The Structural "Rigidity" of Italian Hotels after the Crisis: Results of an Empirical Survey (2008-2017)

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Keywords: Hotel, Investment, Accommodation, Budget, Rigidity Ratios, Structural Margins.

The main constraint of hotel management is certainly their high investment in land, buildings and plants. The high fixed costs deriving from it rigidify the choices of the governing bodies and characterize their budgets, whose financial and income balances are markedly influenced by these items. The recent international economic crisis of 2008, which obviously also reduced the tourist's economic resources, had a significant negative impact on hotel attendance in many countries. This may have led to a more flexible balance sheet asset, lowering the incidence of fixed assets compared to other areas of the financial report. The study of the financial statements of thousands of Italian hotels has measured the ten-year evolution of the main financial indicators of their degree of structural rigidity, also distinguishing hotels in relation to their geographical area of origin. This led to some useful considerations aimed at the future choices of operators and above all interesting scientific outcomes related to the performance of the sector.

1. Introduction: purpose and structure of the paper

The main purpose of this paper is to analyze the degree of structural rigidity of Italian hotels, during and after the international economic crisis (2008-2017). In particular, some ratios taken from the financial reports of Italian hospitality companies are focused. Average information derived from financial reports is presented and processed to verify the response of companies in a specific segment of the production of services to the stimuli of the contraction of resources available for investment and consumption, as a result of the crisis. The choice of this production area is motivated by the fact that the tourist offer evolves all over the globe, above all because the developing countries offer increasingly popular destinations because they are innovative and low-cost.

The Italian tourist offer remains, however, unique in the world considering the wonderful mix of natural, historical and artistic beauties. Traditional accommodation structures (hotels and motels) are, however, often obsolete, sometimes modest in family management and therefore in need of restructuring and modernization. Moreover, they are suffering more and more from the competition of other accommodation facilities that the bed and breakfasts are increasingly becoming an alternative way of hospitality at competitive prices and that better intercept the evolution of tourist demand.

This study aims to analyze the ability of hoteliers to resist the stimuli of the crisis by focusing on the typical problem of the sector identified in the high size of fixed costs due to the necessary structures. The study highlights the absolute trend over time, of some typical investment items, also with reference to the different areas of the country.

2. Methodology

The research is based on the financial reports of a sample of medium-large companies over the years indicated. The production companies investigated are characterized by from a single Ateco code. Their financial reports are available on the AIDA database in a special section. From them, margins and capital, financial and income ratios were obtained. After having outlined the trends, identifying possible connections with the economic crisis then underway, complex statistical elaborations have developed, including the analysis of variance (ANOVA) to check if there are any statistically significant differences between the different geographical areas in which it is traditionally divided in Italy, as is presumed, considering the atavistic socioeconomic and structural heterogeneity, which develops different dynamics of tourist flows.

3. Results

First of all, the results of the analysis show a typical way of these productive initiatives to react to the economic crisis and, more generally, could provide a strategic model to other companies, even in different sectors, to effectively respond to market changes dependent on riches available, even in times other than the emergency.

Obviously the perspective of data interpretation will be that typically economic-business, necessarily supported by quantitative statistical elaborations. However, the information obtained is symptomatic of the tourist evolution in the period considered, in the different macro-regions of our Italy, and therefore of how the entire sector has suffered the effects of the crisis. It will therefore not be difficult to cross the results with the results of macroeconomic studies.

More generally, we want to provide an example on how to "enrich" the annual final communication of each company with comparisons with average sector data immediately perceptible even by a user without hyperspecialistic knowledge.

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A similar methodology has also been extended to joint-stock companies belonging to different sectors that are particularly relevant to our economy. Also in this context, results were published in the tanning sector (Migliaccio and Arena, 2018) and in plastics production (Migliaccio and De Blasio, 2017), while some results relating to energy companies are soon to be published (Iovino and Migliaccio, DOI: 10.1504/IJBG.2019.10011698). The tourist problems are analyzed in the published works of Iovino and Migliaccio, 2018 and 2018.
Bibliography


Introduction
The Web creates and sediments - spontaneously –not codified knowledge concerning different areas of investigation. Above all in the tourism sector, there is a growing spread of online platforms and virtual communities, populated by increasingly informed and demanding consumers, used to share their experience and to exchange their opinions.

Knowing such user generated contents (UGC)s allows researchers to deepen the perception that the consumer, here called “web user talking about” (WUTA), has of a tourist destination; this represents an essential marketing leverage with which the Destination Management Organisation (DMO) can measure the implemented strategies and plan the future path. In this sense, Puglia can be an interesting object of investigation, due to the importance assumed thanks to the effect of the marketing strategies adopted in the last few years by the regional DMO "Viaggiare in Puglia".

The article aims to investigate the evolution of the content of the online tourists reviews published on TripAdvisor with reference to Puglia, between 2013 and 2017; through a text-mining analysis, with the purpose of identifying the most perceived destination assets as well as comparing the judgments expressed in the designated time frame.

1. Literature review: Destination Image and World Wide Web
In the academic literature, destination image is a much-discussed topic; it can be defined as "the sum of beliefs, ideas and impressions that a person has of a tourist destination" (Crompton, 1979). Numerous studies allow us to state that a positive representation of a destination, even and above all online, has a positive effect on the decision to purchase/visit of potential tourists (Pike and Ryan, 2004, Saura and Garcia, 2002).
The spread of the Internet has changed the lives of each of us, transforming us into ever more informed and demanding users. Social media and online forums are platforms that we regularly visit to share their experiences and seek opinions of "friends" and "experts" about purchases of goods and services (Maizza, Cavallo and Iaia, 2014). Such data are generated spontaneously by users and published online (Pan and Fesenmaier, 2006), so easy to find and consult, but above all able to contribute to delineate the overall image of the destination, increasing the awareness of potential tourists who have intercepted this information, surfing the net, and stimulating in them the curiosity to know the tourist destination under examination (Volo, 2010). Unlike the information disseminated by Public Institutions, UGCs shared online by tourists are based on personal experience; for this reason, these contents are considered more reliable by other users, so they can easily influence the perception that tourists have of destinations, highlighting the extent that the Web has in the purchase process of the latter.

Deepening these dynamics is now essential, especially in tourism, in order to identify the attributes to which tourists are most sensitive, as they determine the image of the destination and they must be given particular attention in the elaboration of development strategies (Franch, 2010).

2. Objective and methodology
The research work aims to deepen the evolution of the Puglia destination image perception, from 2013 to 2017.

To achieve this goal, the analysis includes several phases:

- **data collection**, identification and extraction of all reviews related to the Puglia destination and published by users on TripAdvisor, from 2013 to 2017;
- **data organization**, selection of the extracted texts, subdivision according to the year of publication/sharing and possible translation from/to the English language in order to make them linguistically homogeneous;
- **data analysis**, text mining to deepen the keyword and the most frequent thematic messages referring to the destination assets.

So, the textual content obtained in this way will be subjected to text mining, in order to deepen the frequency of the most common terms, their sentiment association, and identify the main themes/factors that influence the image of the destination and evaluate its possible evolution.

3. Results and implications
From a long-term strategic perspective, a study aimed at evaluating the evolution of the image of a destination over the last five years, which implements the text mining technique on spontaneously UGC on the Web shared by tourists, could reveal important emerging aspects, not covered in the planning phase by the DMO.

Listening to the word of mouth generated by tourists, the observation of the attributes considered fundamental and the judgment assigned to them, compared in a temporal dimension and in a bottom up perspective, provides the DMO with confirmations and denials on the positioning of the destination in the mind of the consumer, and possible food for thought to define new trajectories of growth and development of the destination.

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Individual Transformation Based on Post-Travel Learning: Some Qualitative Findings

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Keywords: Transformative learning, travel, tourism

Transformational learning is emerging as a fundamental topic in travel and tourism research. Individual’s views of the world are changed by travelling as a result of transformative learning. The purpose of this study is to understand what individuals are learnt by travelling and how their views of world changed. Semi-structured in-depth interviews with twenty-seven travellers were carried out. According to interviews, travel experiences seem to increase the courage by encouraging individuals to struggle harder in their own lives. Furthermore, individuals have been found to have more mindfulness and maturation attainments about their lives.

1. Introduction

In tourism literature, it has been known that there is a positive and strong bond among traveling, learning, development and individual transformation. Relationship between traveling and learning, which began in the 17th and 18th centuries when European aristocracy commenced to participate in the Grand Tour for education (Towner, 1985), was started to appear among the subcultures that emerged between the working class and the middle class in the second half of the 20th century. Cohen's (1973) "vagabonds" drifters, who emphasized traveling as a way to gain experience about life, and Vogt (1976) had hippie travellers called globetrotters "wanderers" had many different motivations such as escape, novelty, relaxing which allows them to leave their residences to hit the roads and travel for a long time. One of these motivations is learning motivation. In the 80s, the vagabond discourse associated with happiness was left to the backpacker (Cohen, 2004). Though they generally lose their value in relation to the hippie movement, travel has been regarded as an important means of gaining vital experience and remains as the core values of rejection of mass tourism. Towards the end of the 20th Century, especially in the late 20th Century, as people have more free time, and the increase in their income and the opportunity to travel enable more people to travel and offer them opportunity to develop intellectual sense (Bodger, 1998). According to Falk et al. (2012) today, mass tourism and associated tourism activities still remain updated, but also leave room for changing travel and leisure time patterns. From this point of view, it is possible to say that tourism and travel have become an important means by which people can learn, develop ideas and create new perspectives. In the daily discourse, this phenomenon is not as interesting as other areas in the tourism literature (Falk et al., 2012), although it is thought to be an enlightening experience for travellers to travel (Martín-Cabello and García-Manso, 2015). But recently, the scientific literature has begun to investigate the qualifications gained through travel. According to Jang and Cai (2002), the relationship between people's motivations and their choice of destination is crucial in predicting their future travels. The issues that tourists possess (such as culture, demography, experience, personality, social capital, etc.) and the issues of destinations (activities, services, management, environment, infrastructure etc.) provide us to understand the sense of tourist's travel decisions and what kind of tourism they will experience in destinations. Tourists are getting some output from the social, cultural and environmental interactions in their destinations. These are satisfaction, pleasure, complaint, health, skill development and learning etc. (Pearce, 2005). Learning motivation (Niggel and Benson, 2008), which is one of the many motivations that nowadays attract travellers from their homes, is also a result of travel experiences. Studies have shown that travellers also have different learning outcomes that enhance their general skills beyond cultural and environmental learning (Pearce and Foster, 2007; Martin-Cabello and Garcia-Manso, 2015). Furthermore, Pearce's fourteen factors, which represent the basic motivations of tourists in the travel career path theory developed by Maslow's Basic Needs Hierarchy model, relate to these outputs. For example; the motivations of self-development, self-enhancement and self-actualization in Pearce's model overlap with learning output (Falk et al., 2012). Richards and Wilson (2004) in a study they conducted with from travelers with backpacks received responses about their travel motivations such as "discovering other cultures" and "interacting with people from other countries", "rasing the level of knowledge" and "developing general skills". Pearce (2005) finds travellers whose cognitive status is mindfulness, obtain more learning, higher satisfaction, and a more developed understanding of their travels, by taking the concept of mindfulness (conscious awareness) in psychology. Likewise, Moscardo (1996) describes the concept of mindfulness as "being open to learning, relating to the surrounding area and creating and developing new routines". When we examine both the historical process and the motivational and cognitive situations of travellers, it is possible to state that the relationship between travel and learning is more concerned with more individual and independent travellers, especially in the last period. According to Wilson (1993), learning involves both what is happening in the individual and what is connected with the person's surroundings and life experiences. Therefore, if learning represents an important result of the individual's life experiences and therefore the tourist experience, it is necessary for tourism providers and researchers to understand the basis of human learning. (Falk et al., 2012).

2. Literature Review

People have different learning and different information processing systems and therefore have different learning styles (Birkey and Rodman, 1995). Although several different learning styles associated with the phenomenon of travel and learning are found in the literature, the theoretical basis of this research is transformative learning theory. The theory of transformative learning, first introduced by Mezirow in 1978, is for individuals to learn how to question their own ideologies, beliefs, and perspectives for personal development in the direction of their own will and purpose. Individuals are expected to transform their experiences into new meaningful perspectives at the end of the transformative process (Akpinar, 2010). The first step of this process is called "disorienting dilemma" (Mezirow, 1978). In order to understand transformation related to travel experience, it is necessary for travelers to understand these dilemmas they have experienced, how these dilemmas are solved and what the consequences are. Travelers, as a result of important travel events, experience deep personal and perceptual changes. Transformative learning takes place through experience, crisis and reflection, all of which are often linked to travel. When all this process is defined, it is possible to understand how travelers perceive what they learn from travel experiences.

3. Methodology

The purpose of the study is to try to understand how the travels lead to a change in the individuals. From this point, the research question is developed as what kind of changes occur in the individual travelers as a result of their travels? In this study, phenomenological design was used as qualitative...
research methods. The phenomenological approach emphasizes the experience itself and how experience transforms into consciousness (Merriam, 2009). Therefore, in order to search for answers to the question of the study, a phenomenological pattern was used in order to understand in depth what is the change in themselves after traveling based on people's travel experiences. In the study, purposive sampling was used which was formed by 27 people who have experienced frequent individual travels before. No constraints were sought other than the travel experiences of the participants and no demographic limitation was introduced. Data were collected using an interview method to reach participants' experiences with their travel experiences and their experiences with subsequent changes (Creswell, 2014). Although negotiations were conducted within semi-structured questions, participants were given the flexibility to describe their experience with the journey and its subsequent changes. All interviews were recorded with voice recorder and transcribed by researchers in writing.

4. Results
In the interviews, rich data were obtained by the individual travellers about the changes that occurred as a result of their travel experiences were subjected by the thematic analysis and the changes after the travel. The themes were defined by the researchers as categorical aggregation and grouping of data. The themes determined as a result of the interviews made, world view becomes more universal, and therefore, with this evolving world view, changes in the behavioral patterns of individuals occur. Travel experiences seem to increase the courage by encouraging individuals to struggle harder in their own lives. Furthermore, individuals have been found to have more mindfulness and maturation attainments about their lives and the world around them at the end of travel.

5. Conclusion
These results will help us to have a deeper understanding of travel-related studies, focusing on post-travel individual transformation, and will contribute to travelling research.

Bibliography
Agrarian landscapes: from marginal areas to cultural landscapes. Paths to sustainable tourism in small villages. The case of Vico del Gargano in the Club of the Borghi più belli d’Italia

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Keywords: Sustainable tourism, Agrarian landscapes, Cultural heritage, Biodiversity, Small villages, Gargano, Club I Borghi più belli d’Italia

The territory of Gargano is recognized for its stunning landscapes and the ecological variety of its natural spaces, both within the boundaries of the National Park and outside, especially in small villages such as Vico del Gargano. The natural heritage is a fundamental vector of tourist attractiveness, almost a real “brand image”. Despite the importance of the territory's tourism economy, natural resources are often scarcely valued. In order to maintain the level of quality of reception and, at the same time, the environment, the preservation of areas with high ecological value together with the structuring elements of the landscape is essential, while maintaining a dynamic economic activity. Reconciling productivity issues, both in the short and medium-long term, and preservation of biodiversity is not always easy and “obvious”. It is vital to capitalize on the natural wealth of territories to leverage the development of the tourist economy, through concrete actions and policies aimed at accompanying economic actors and enable them to put in place best practices to protect the environment and value biodiversity, all towards the sustainable development of territories. For each territory, specific strategic and operational objectives can be identified: as to the former, it is fundamental to create a balanced and collectively developed territory, thanks to its assets and wealth, to value its potentials and territorial resources and support the improvement of the collective capacities of the actors of the territory itself. As to the latter, they deal with encouraging ecological preservation, while improving economic efficiency, conducting pilot operations on sites with high ecological stakes and level, enhancing those tourism offers that embeds the safeguard of biodiversity and creating and marketing tourism products related to biodiversity itself, as well as setting up actions aiming to raise awareness of these actions related to biodiversity. Across Europe, the preservation of biodiversity meets a social demand and holds two justifications. On the one hand, it is justified by the services it renders both at present and future generations (soil fertility, quality and taste of food, aesthetic pleasure, etc.), referred to as anthropocentric approach. The assessment of human benefits requires a complex but necessary protection/management strategy, not encompassing a passive conservation, but an effective management of the processes. These processes reflect the dynamics of the traditional agricultural realities that structured precise ecotypes (pastures, woods, olive groves, citrus groves, orchards, vineyards and villages) and gave birth to the mentioned biodiversity.

In the past, the nature of these processes was such that economic, environmental and cultural issues acted at the same hierarchical level. The current landscapes are, instead, the result of different hierarchical levels, of which the upper one is always the economic one, and the last level usually the environmental one. The actual challenge of sustainable tourism initiatives is precisely that of bringing economic capital, culture, environmental capital at the same level of importance and consideration.

The present contribution aims at an initial overview of the state of the art concerning tourism in the context of the Club of the Borghi più belli d’Italia, founded in 2001 and conceived within the Tourism Council of the A.N.C.I. with the aim of enhancing and promoting the great heritage of history, art and culture present in the Small Italian villages, Vico Del Gargano represents a unique treasure of different relevant possibilities to develop an effective sustainable tourism, aimed at reconciling cultural heritage and environment and biodiversity safeguard. As a member of a list of about 280 villages belonging to the Club, all certificated on the basis of a specific regulation, expression of the best Made in Italy and Italian excellence, Vico Del Gargano embodies high potential resources to enhance its great heritage of history, art, culture, environment and traditions, mostly excluded from the traditional flows of visitors and tourists.

Feedback is also an essential and effective tool for the present initiative. Thus, the present contribution aims at an initial overview of the state of the art concerning tourism initiatives and development. Furthermore, the main scope is to propose the creation of innovative paths for an effective “bottom-up” valorization, to be carried out together all stakeholders involved and the public administrators, so as to involve all the local stakeholders involved. Numerous small villages in Italy, and Vico Del Gargano as well, are in danger of depopulation and consequent degradation, due to a marginal situation, compared to the economic interests that gravitate around the “mass” tourist and commercial movements. The proposition aims to select a tourist circuit of excellence, as indicated by the mentioned Club, constantly monitored and evaluated, capable of reconciling both architectural and/or natural heritage, an heritage that is appreciated for its urban and architectural quality, as well as for its natural and environmental wealth. Furthermore, the role of the Consortium of Producers of the Borghi più belli d’Italia Ecce Italy will be constantly monitored and evaluated, capable of reconciling both architectural and/or natural heritage, an heritage that is appreciated for its urban and architectural quality, as well as for its natural and environmental wealth.
Finally, it is worth mentioning that the present proposition will be in strict compliance with the initiative of the Ministry for Cultural Heritage and Activities MIBACT, that dedicated the year 2017 to the Borghi and with the "Save Borghi" law (6th October 2017, No. 158), a series of concrete actions, ranging from infrastructural interventions, to digital strategies and accessibility, to corporate policies, aimed at revitalizing sustainable tourism in small villages such as Vico del Gargano.

The tourism gender gap and its potential impact in the development of the emerging countries

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Keywords: Tourism, Development, Gender Gap, Emerging Countries.

1. Introduction
The last year has been an incredibly successful year for tourism: international tourist arrivals grew 7.0%, showing their peak in seven years. While Europe remains the world leader in terms of international tourist arrivals, some emerging markets such as Brazil and the Russian Federation strongly recovered in demand. Even the international tourism receipts increased: if adjusted for exchange rate fluctuations and inflation, they grew by 4.9% in real terms and reached US$ 1,340 billion in 2017. According to the World Travel & Tourism Council, in 2017 tourism accounted for 313 million jobs, or 9.9% of total employment. During the last decades, tourism has demonstrated its potential for creating jobs, yet few attention has been paid to the unequal ways in which it may benefit men and women, with particular reference to the developing world. Our paper aims at providing an overview of the potential of tourism on the development of emerging countries by empowering local women and supporting gender equality.

2. Tourism and Gender Gap
Tourism offers both incredible opportunities and huge challenges for gender equality. During the last decades, tourism grew almost steadily, and, since it is a labour intensive sector, even job creation increased, but not equally for men and women, as it happened in every industry. Indeed, even if the contribution of women in the world of work has increased, women are still underrepresented. Around the world, female labor force participation is low: just over half of women in their working age are participating in the labor force. Furthermore, women earn less than men: according to the latest data released by the World Bank, for every one USD of men’s income, women earn on average 60 to 75 cents. Women are also less likely to own their own businesses and, even when they own businesses, they find it harder to access to credit to expand. This has a huge impact on emerging countries: International Finance Corporation (IFC) estimates that, in these countries, 70% of women-owned SMEs are both unserved or underserved by financial institutions, with a credit gap of $285 billion USD.

In the tourism industry, the percentage of women who work is high, but they are mostly employed in unskilled, low-paid jobs. This percentage varies from about 30% in South Asia to more than 60% in Sub-Saharan Africa. Prominent literature shows that tourism is a highly gendered industry (Kinnaird, Kothari and Hall 1994; Kinnaird and Hall 1996). Due to gender stereotyping and discrimination, women tend to be employed in jobs such as cooking, cleaning and hospitality. Globally, in the tourism industry 46 % of the workforce are women. In many countries, their percentages of employment are higher than in the general workforce (34 -40 % are women, according to the ILO data). We might then assert that the travel and tourism sector gives women more opportunities for empowerment, if compared to other industries (World Bank, 2017). In the hotel sector, women represent between 60% to 70% of the labor force (International Labour
Despite that, as it happens in many other business sectors, even in tourism there is both horizontal and vertical gender segregation of the labour market. Horizontally, women are placed in different occupations with respect to men, being employed in jobs like waitresses, flight attendants, cleaners, travel agencies sales persons, while men are being employed as gardeners, drivers, construction workers, pilots. Vertically, in the tourism sector the typical gender pyramid is quite common: women are employed in lower levels and occupations with few career development opportunities, while men dominate key managerial positions. As literature shows, the tourism sector (like most industries) shows a gender gap in many areas: salary (Cukier, 1996; Levy and Lerch, 1991; Lundgren, 1993), job opportunities (Seager, 2003), level of employment and job security (Cukier, 1996; Levy and Lerch, 1991). Even in the ecotourism, women need superior qualifications for jobs than men (Cukier, 1996).

Furthermore, women are more often affected by underemployment and unemployment, since they are employed in seasonal and part-time jobs (Jolliffe and Farnsworth, 1996). There is also a consistent gender pay gap: UN report on women in tourism shows significant regional variation in pay, with women still earning 10-15% less than men. In emerging countries, the situation is even worse: a World Bank study found that, in the MENA region, women are greatly underrepresented in the tourism sector, with only 5% of firms having a female manager and only 4% female majority ownership. A recent research on Iran highlighted that, despite being more highly educated than men, women are not allowed to accept positions in line with their educational qualifications because a governmental regulation prevents hotels from hiring women for senior positions (Aghazamani & Hunt, 2016). There is still a lack of actions aiming at removing the barriers to full empowerment for women in tourism (Ferguson & Alarcon, 2013).

In advanced economies, progress in closing the gender gap is significant. In the United States, women-owned firms are growing at more than double the rate of all other firms, contributing nearly $3 trillion to the national economy, and creating about 23 million jobs (U.S. Department of Commerce, 2010). In the emerging markets, female entrepreneurship is also increasing: there are 8 million formal SMEs with at least one woman owner, up from 5 million in 1997 (International Finance Corporation, 2011). In the tourism sector, a 1997 European Union study found that women held 63% of management positions. So, there is room for an improvement also in the emerging countries. Many studies indicate tourism as a tool for development (Diaz, 2014). This process could also be managed in order to help women increase their autonomy and self-reliance, thus obtaining better results for everyone (Buvinic & O’Donnell, 2016).

3. Overcoming Gender Gap in the Tourism Industry as a Tool for Development

In advanced economies, progress in closing the gender gap is significant. In the United States, women-owned firms are growing at more than double the rate of all other firms, contributing nearly $3 trillion to the national economy, and creating about 23 million jobs (U.S. Department of Commerce, 2010). In the emerging markets, female entrepreneurship is also increasing: there are 8 to 10 million formal SMEs with at least one woman owner, up from 5 million in 1997 (International Finance Corporation, 2011). In the tourism sector, a 1997 European Union study found that women held 63% of management positions. So, there is room for an improvement also in the emerging countries. Many studies indicate tourism as a tool for development (Diaz, 2014). This process could also be managed in order to help women increase their autonomy and self-reliance, thus obtaining better results for everyone (Buvinic & O’Donnell, 2016).

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The Business of women: female entrepreneurship in hospitality

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Female entrepreneurship is an underrepresented topic in business history, even in industries with a strong female participation. This paper contributes to fill the gap by comparing the evolution of female and male entrepreneurship in the hospitality sector from 1950 to the present, in Italy. Female entrepreneurs have traditionally played a crucial role in the hotel industry of many countries, Italy included. Many of the services provided by hotels required skills traditionally held by women, as a result of their experience as mothers and housewives, and thus the considerable presence of women in the sector is hardly surprising. Nevertheless, the fact that many women were actually owners or managers of these family-run hotels required a situation in which women were deeply involved in the social and economic life of the community. In fact, proprietorship of the family business was not a purely formal role, but indicated an important part played in the running of the said business.

The paper provides new evidence on this crucial issue comparing the entrepreneurial profile, the motivations, the business strategies, the family situation of 20 male and 20 female hotelkeepers and managers of different ages. To the aim 40 interviews were realized on the basis of a semi-structured outline, following the methodology of oral history. When available also information coming from archive collections are used.

The paper follows two parallel methodological approach: an interpretative qualitative methodology to analyses the interviews’ content; a quantitative prosopography approach to identify typology of entrepreneurs.

A comparison is made between male and female entrepreneurs focusing on motivations (the role played by push and pull factors), family constraint or family opportunity for both genders, the existence of difficulties and barriers (including a glass ceiling for woman), the business vision, transmission of competences, Also a gender intergenerational (mother and daughter; father and son) comparison is undertaken.

Preliminary results show an important generational change in women attitude towards business. The first generation enter the hospitality sector soon after the war as part of a family strategy and consider the hotel a sort of enlarged house. The second generation entered the hotel industry as a consequence of an individual search for a job; hotel is a business not a house. This second generation is also a player in the local public scene and contributes to the create a public discourse on hotel industry. Also intergenerational transmission of competencies seems to play a role. This result is consistent with Moore and Buttner (1997) who differentiates between traditional and modern women entrepreneurs.

To sum up the purpose of the paper is to examine the characteristics of male and female entrepreneurship in a sector in which women have traditionally played an important role also in the transmission of competencies. The comparison is not only between women and men but also between different generations of entrepreneurs.

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Davide Bagnaresi (Phd in History of Parties and Political Movement) is Adjunct Professor of History of consumption and tourism businesses at the University of Bologna since 2010. In the same University he is also a Research Fellow at the Center for Advanced Studies in Tourism (Cast). His works expand from the history of tourism to business history. For several years his studies have dealing with the analysis of the generational shift within the hotel industry.
Discipline of the competition between liberty and economic correctness: Termination and withdrawal from the Sale contract of the Tourist Package according to the art 12, DIR. 2032 of 2015, U.E.

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Keywords: company, competition, resolution, recess, contract, tourist package.

1. Paragraph Title: Discipline of the competition between liberty and economic correctness: Termination and withdrawal from the Sale contract of the Tourist Package according to the art 12, DIR. 2032 of 2015, U.E.

The present report proposes to put in evidence the close connection, that exists among the contractual remedies, put in place to protect the individual interest of the tourist, and the remedies, put in place to protect the general interest to the liberty of the economic initiative. It is evident, indeed, that the disloyal practices doesn't represent, exclusively, a lesion of the interest, of which it is carrier every businessman "loyal", inasmuch it also damages directly the beneficiary of the product and/or of the service, especially in a sector, as that of the tourism. In it, the interest of the user is merely not alone patrimonial, but, primarily, personal.

In such perspective, the instrument, used with the emanation of the Directive 2032/2015, is the recourse to a more strict discipline of the remedies for the resolution. Moreover, the recess from the sales contract of the tourist package, manifests, therefore, also in all of its effectiveness as relief aimed at protecting the correct development of the business activities.

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The ecosystem of food and wine tourism in Basilicata

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Keywords: food and wine tourism, tourism product, geographical indication products, product tourism development.

1. Introduction
This study, which was founded on the basis of a shared idea with the “Department of Agriculture, Rural Development and Mountain Economy” of Basilicata Region, aims to investigate the role that the geographical indication products may have in the development of a food and wine tourism product in Basilicata.

Protecting and enhancing the local products is not just about supporting a development model that, relying on territorial specific qualities of rural areas, reflects the productive vocations regaining its economic capabilities, but also promoting sustainable development of these territories, in order to preserve the environmental and landscape quality.

In rural areas, the enhancement of the typical productions must, therefore, be interpreted as part of a larger project of territorial development which proposes to put at system the various economic and productive system components, in order to develop synergist ties that are the foundation of district economies, taking into account the pre-existing relationships.

An emblematic example of the synergies that can be activated on a territorial basis, in the face of a systemic development of rural economy, is given by the relationship of interdependence between typical productions and tourism that is developed on local basis.

2. The food and wine tourism as part of the cultural tourism
Food and wine tourism is a form of cultural tourism, to the extent that aims at the conservation and enhancement of products and territories, agricultural and wine, through the visits to companies, the tasting of typical local food products, and that allows visitors to rediscover the natural bond that links a food to his homeland.

For example, the wine tourism is not only based on tasting, as the main motivation of research experience, but it offers the possibility of living together the various features of a local producer, as well as offering the opportunity to visit vineyards and wineries or participating in festivals and themed exhibitions as the primary objective.

As part of a cultural tourism experience, therefore, the interest for food and wine can be the core product or a complementary factor. The central and complementary role to the culinary resource is partly conferred by the degree of interest of tourists and partly from the productive vocation of the destination, in fact, not all areas are food and wine tourism destination. The agricultural product itself is not enough, the food and wine sector needs a tourism system to become tourist product.
3. The ecosystem of food and wine tourism in Basilicata

The variety and importance of tourism products are the motivation that push tourists to visit a destination. The creation of the tourism product is part of a larger process that includes the research phase and the marketing phase, so the link between product and market or between supply and demand is fundamental. In our idea of tourism product we will focus on tourist activities (things to do) and attractions (things to see).

We define the tourism product as the process by which the wide range of resources of a destination are combined to meet the needs of tourists, as we have just said the tourism product includes natural resources, man-made resources, hotels, restaurants, festival events. It follows that the tourism ecosystem is composite and broad, there are many actors involved in the planning and management phases.

The tourism product is the combination of resources and services that ensure an experience to the tourist, as these services and resources are fragmented and fall under the ownership of various actors, the challenge for a destination is to achieve their integration and combination in a way from the exact offer for the application.

First goal set by the research is therefore identify all those resources, stakeholders and intangible aspects useful to create the ecosystem of the food and wine tourism in Basilicata. In this paper anyway we will present the value chain of the food and wine tourism in Basilicata, one of the layers of the largest ecosystem but fundamental to create the tourism product.

From a methodological point of view, the research, after bibliographical surveys and analysis of case studies of successful experiences, had collected data through the identification of multiple sources such as the open data site of the Basilicata region, editorial projects of the Basilicata territorial promotion agency, official lists of the Basilicata region concerning the existing tourist services and information through digital analysis.

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Tourist Tax In The Tourism And In The Local Authorities

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Keywords: tourism, Italian Costitution, local authorities, financial autonomy of local authorities, tourism tax, hotelier.

The tourist tax is a fundamental aspect of tourism regulation, because local authorities are allowed to achieve measures for the development of tourism, the tax has been introduced to cope with the damage caused by the (sometimes massive) entry of tourists and the levy is generally applied to the overnight stay and, at least in principle, the revenues are then used to compensate the citizens for any inconvenience caused by the influx of tourists, through investments in the territory and works to safe-guard the environmental and cultural heritage.

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Branding World Heritage Sites: Case of Egypt

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Keywords: World Heritage, Brand Equity, Heritage Marketing

World Heritage Influences on Tourism Demand Overview
However, the UNESCO world heritage (WH) sustains the sites of outstanding universal values, it is recently perceived as a tourism marketing device. Although, some studies affirm the WH significant impacts on visitors’ preferences (Adie, Hall, & Prayag, 2017; Drost, 1996; Hall & Pigg, 2002; Marotte & Bourdeau, 2006, 2012; Ribaudo & Figini, 2017; Wiepner, 2016; Wiepner & Patry, 2017; Yang & Lin, 2014). Others research papers describe that the WH influences are insignificant or marginal considering that notifying any added values rely upon a holistic approach includes a nomination objective to increase visitors (Buckley, 2018; Cellini, 2011; Cellini & Cuccia, 2016; Cuccia, Guccio, & Rizzo, 2016; Frey, Bruno, Pamini, & Steiner, 2013; Poria, Reichel, & Cohen, 2015; Wang et al., 2015). This holistic approach which involves several social, political and economic aspect without considering the WH inscription goals may explain the different conclusions or debates about the WH effectiveness in achieving tourism marketing advantages, hence this research adds to the WH knowledge and influences on tourism demand.

Methodology
A qualitative method replies two research hypotheses: 1- the Egyptian tour-operator practices of the WH brand in marketing promotion is limited; 2- The WH nomination increases the visitor numbers to cultural sites. St. Catherine WH Area which is inscribed to with promotion objectives, and Keller’s brand knowledge model (Keller, 1993), both address the research questions: to reply the first research hypothesis, twenty-one semi-structured interviews with tour operators’ experts located in Sharm El Sheikh provide the WH knowledge and practices level. To respond the second hypothesis, a visitor time-series data prior and post-nomination of St. Catherine WH area is communicated by the tour operators to them during the buying process.

Conclusions
Firstly, the findings convey insignificant WH awareness with 62.2% visitors and 66.7% tour operators supported by 81.0 % insignificant WH communication by the tour-operators to visitors which affirms the first hypothesis. Secondly, the WH influences on visitor preferences measured 46.1% moderate or significant, and 53.9 % insignificant which contradicts the second hypothesis of WH visitor number increases. The statistics analysis agrees with the visitor time-series data which reveals insignificant visitor growth related to the WH nomination. In contribution, providing robust assumptions about the WH marketing prepositions needs more research, however within the statistical correlation, 90.0% of visitors from 33.3 % of total visitor questionnaires who have symbolic or latent information about the WH attributes, they responded positively and attracted to visit the WH sites in the target destination. Therefore, the WH can be a prominent promotion instrument if its significance is effectively transferred to the tourism business organizations and visitors by adequate marketing communication strategies taken into consideration different correlated aspects which may influences the target objectives.

Bibliography
Methodological problems related to economic measurement of tourism: the need to use new information sources and to prepare an adequate statistical information for evaluation

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1. The importance of TSA for policy purpose

There is a need, especially for policy makers, to have a more precise and rigorous knowledge about tourism and its economic importance in order to monitor the development of this economic sector and the effectiveness of undertaken policies. The Tourism Economic Accounts (TEA) can be a useful source of information for economic policy and, indeed, the Eurostat Directive (95/77 EC) and even more the following Regulation (692/2011) on tourism statistics, have been designed to harmonize statistical information between different Member States. Directive represents the first step toward the creation of an integrated information system on tourism supply and demand, with a specific reference to the size of collective accommodation structures, to customers' movements in collective structures, to tourism demand for the two most important tourism markets, i.e. holidays and business travel. The evolution of national accounts system (ESA) and the development of satellite accounts for tourism may represent a first meaningful step toward the creation of adequate information in this field. It is within the national accounts that quantitative information on tourism should find their natural synthesis, however only in ESA 95 the construction of the tourism satellite account has been included. The ESA 95 provides tables of simple satellite ("satellite tables") to extend a set of accounts ("satellite accounts"). Two groups of satellite accounts are often referred to: functional satellite accounts and special accounts sector. Functional satellites accounts aim at describing and analysing the economy for a special function, as the environment, health, research and development and tourism. Special sector accounts focus on describing and analysing the economy for a specific group of units, as key sector accounts, agricultural accounts and public sector accounts. However, it should be noted that both groups of satellite account are not strictly defined and, to some extent, they overlap. Functional satellite accounts often include classification by industry and product. Furthermore, the industry and the product classification may be functional. Consequently, some labels in the functional classification can also be found in the industry and product classifications. The essential feature of tables and satellite accounts is that they need specific data to be flexible (ESA 95 par.6). What Satellite account decide to emphasize depending on the field, in particular for tourism, is also difficult to distinguish characteristic products or connected products, while it would be useful to distinguish the type of services offered. In addition, the functional satellite accounts can provide an overview of the users/beneficiaries, based on the classification of sectors and types of producers (ESA 95 par. 29)

"the purpose of the tourism satellite account is to provide an overview of the supply and use of goods and services/or the various type of goods and services/or the various type of tourism" (ESA 95 par.130), that remains also in the ESA 2010.

The preparation of TSA is based on a set of tables (10 tables) which present basic statistical data on the activity of visitors and the industries supplying the goods and services that they acquire.

2. Representation of tourism: main issues to measure it statistically

2.1 The demand side. Tourism has been recognized as a very important sector for the economies of many countries; however, the statistical information on tourism especially that referred to the economic and business aspect, is not as adequate as expected (OECD, 2011). As we will show, the identification of the tourism sector and related industries, as well as the
retrieval of statistical information, may present some problems. Tourism demand has been subject to different definitions and not only for a different definition of the “usual environment” (Govers et al., 2008). For instance, according to Eurostat tourism demand is an adequate indicator to measure tourism size, which is composed by total tourism consumption, the cost of community services also enjoyed by visitors and by the gross fixed capital formation. On the other hand, according to OECD, initially, in the “Recommendations on Tourism Statistics (REC 93), tourism demand was considered equivalent to tourism spending and, consequently, was defined as the expenditure incurred by the visitor or on his behalf, during and after the trip and directly correlated with the same trip that is undertaken outside of the “visitor’s usual environment”. Tourism demand, therefore, included also tourism collective consumption and the evaluation of tourism gross fixed capital formation. The first TSA exercise, which consisted of 23 countries, took place in 2010 (UNWTO, 2010); the second exercise, involving 22 countries, took place in 2013. The indicators requested were a subset of the tables according with TSA, RMF 2008 (UN, 2008) even if each the single INS, not always has followed these methodological notes. The third exercise of TSA, was compiled from 19 countries with an high level of variability, of the indicators provided and sent to Eurostat (Eurostat, 2016). Of the 50 indicators that should have be transmitted (Eurostat, 2016), Czech Republic is the country more complete (44 indicators), in the opposite side is Sweden (18 indicators). In addition, the reference year used to the compilation of TSA is different, as well as the institutions involved in the production of TSA data, in fact not always are the single INS, since the INS fill out the national account scheme. The first four TSA tables contain demand-side data on expenditure by visitors (before and during their trip) and tourism consumption. Tourism expenditure is subdivided into inbound, domestic and outbound tourism, while in another table (table 4) we found, internal tourism consumption. The Table 1 describe the demand side for the product and the

<table>
<thead>
<tr>
<th>Tab.1: Demand side products and activity</th>
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<tr>
<td>Tourism Characteristic Activities</td>
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<tr>
<td>Main Output</td>
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<tr>
<td>Good and services-destinations :</td>
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<tr>
<td>Visitors</td>
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<td>Visitors</td>
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<tr>
<td>No-Visitors</td>
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Sources: TSA, 2014

As illustrated above, tourism consumption is more or less the same as tourism expenditure adding others services, as the imputed rent of holiday homes and services paid by non-profit institutions for trips, for example the disable people. About the expenditure, we meet the visitor’s “usual environment problem”, even if obviously the expenditure daytrip is lower in respect the overnight expenditure, moreover, some countries, as for instance Italy, only recently have changed their survey. Keep in mind that in all the countries domestic tourism expenditure, includes the purchase of a new suitcase before the trip, and makes a significant contribution to the economy. In particular, the same day trips expenditure is 1.5 times higher than inbound tourism expenditure. To conclude or examination from demand side, the importance of physical indicators (number of same-day trip; overnight trip and stay) has to be underline because, together with the expenditure data, facilitate the calculation of the impact of tourism on the overall economy.

2.2 The supply side. On the supply side, however, since we consider the TSA as an extension of the System of National Accounts (SNA), the link is the production accounts (goods and services) of tourism industries.
and other industries so that, the availability of a list of tourism products is important; they can be characteristic, related or specific (the sum of the previous categories). Overall, in an accounting scheme, we need to consider the supply of tourism products - including non-typical products - may be directly provided by the visitor’s or also by other consumer categories. Balancing information, on both the supply side and the demand side of tourism, enables us to calculate the product-specific ‘tourism ratio in supply’ and the aggregates ‘tourism value added’ and ‘tourism gross domestic product’s. Therefore, it is important to measure the supply of tourism products by a method, which succeeds in capturing the proportion of the product, which is consumed by visitors. Although a classification for tourist activities exists (SICTA), these activities are widely used in various economic activities and, indeed, both NACE and ATECO classifications do not provide any specific nomenclature.

Regarding the identification of tourism industry, a crucial element is represented by the production unit (firm) whose principal activity has to be a characteristic activity, as identified by the “added value”: we can consider tourism industries those industries (and firm) that would cease to exist or would be severely affected, if there would be no tourism”.

We remind that exists also characteristics product we have to be identified from each country, while International Organizations can define those products at an aggregate level in order to guarantee coherence between different countries. So that no we have a clear classification about the tourism, industries and its correspondent economic activity (NACE REV.2), but also we do not know the contribution of specific establishment to the tourism sector, for instance the activity of a restaurants or of a trains are not only touristic activity, conversely is for an hotel. This is why in tourism sector we have to distinguish the direct effect, from indirect effect. So that, it is really important to understand if are available statistical archives that allow researchers to measure the value added looking to the effort side. As well, as is important to provide a balanced procedure between demand and supply side

Recently some countries have new data very useful in measuring the value added from supply side perspective. For instance Italy where the FRAME archive, implemented with others data coming from household sector (expenditure data) would allow us to know better the economic impact of tourism on overall economy.

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