

1st International Conference on Tourism & Management Studies Algarve 2011

Programme and Abstracts
26-29 October 2011

1st

**International Conference on
Tourism & Management Studies
Algarve 2011**

26 - 29 Outubro | October 26 - 29

PROGRAMA E RESUMOS

PROGRAMME AND ABSTRACTS

Editors: Filipa Perdigão Ribeiro, José António Santos

Escola Superior de Gestão, Hotelaria e Turismo

Universidade do Algarve

Faro, Portugal

**WELCOME TO THE 1ST INTERNATIONAL CONFERENCE ON
TOURISM AND MANAGEMENT STUDIES – ALGARVE 2011**

Dear Colleagues and Guests,

On behalf of the Organizing Committee we would like to extend the warmest of welcomes to all delegates. We know that many of you have travelled thousands of miles to get to the Algarve, Portugal and to the 1st International Conference on Tourism and Management Studies – Algarve 2011. We have been working hard to prepare the event, and we sincerely hope it will be memorable both for its scientific quality and as an opportunity for us to get together socially and enjoy the different sessions.

Although this is the first occasion the Algarve is hosting this event, we feel that, as an important international tourist destination and home to the study and practice of tourism research, the region has the potential for further work in this field in the coming years. We hope this will be the first of many more successful meetings at our University.

We are delighted to report that we have received over 260 proposed papers from 34 countries and during the next 3 days we will be hearing a total of 177 presentations. Many thanks to all those of you who have submitted papers and/or have expressed interest in the conference and we hope this conference will enable you to share interdisciplinary and innovative research and develop networking opportunities by meeting other researchers.

We would like to express our gratitude to the keynote speakers Abraham Pizam, Dimitrios Buhalis, Richard Butler, Jafar Jafari and Jonathan Edwards for having made time in their busy agendas to attend our event and to ensure the high level of its quality.

Our thanks go to many people for helping make this conference happen. We would like to thank all the members of the Scientific Committee for all their work and the members of the Organizing Committee, in particular, we would like to thank our colleagues Cláudia Henriques, Pedro Gouveia and Margarida Jesus for their work in keeping track of the many papers we received, Lara Ferreira and Cláudia Almeida for helping out with the many practicalities of organizing such an event, Kate Torkington for proofreading, and Sofia Franco and Ilda Pedro must also be thanked for all their administrative support. We are also grateful to our undergraduate students who will be helping us during the event.

A series of acknowledgements must be made. We wish to thank the Foundation for Science and Technology (FCT), ANA - Aeroportos, Turismo do Algarve, the Municipality of Olhão and the Municipality of Faro for having provided funding and/or support that enabled us to host such an event.

On behalf of the *First International Conference on Tourism and Management Studies – Algarve 2011* Organizing Committee, we extend a warm welcome to all researchers and participants to what promises to be a truly exciting event!

The Conference Chairs



José António Santos



Paulo Águas



Filipa Perdigão Ribeiro

PRESENTATION TECHNOLOGY

All rooms are equipped with a computer and a video projector that can be used for presentations. Delegates are required to bring their presentation on a USB stick. All computers will have Microsoft Office 2010 installed.

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WEDNESDAY, 26 OCTOBER 2011 AFTERNOON

14:00-15:00	INSCRIÇÃO / REGISTRATION					
15:00-15:45	SESSÃO DE ABERTURA / WELCOME SESSION [ROOM 1]					
15:45-16:30	CONFERÊNCIA PLENÁRIA / PLENARY SESSION 1 [ROOM 1] PROFESSOR RICHARD BUTLER (UNIVERSITY OF STRATHCLYDE, UK)					
16:30-17:00	Coffee-break					
	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
17:00-18:00 <i>PARALLEL SESSIONS</i>	MARKETING English	TOURISM MANAGEMENT English	TOURISM & LOCAL COMMUNITIES English	MARKETING English	GESTÃO DO TURISMO: RECURSOS HUMANOS Português / Español	EDUCAÇÃO, HISTÓRIA & TURISMO Português / Español
17:00-17:15	Urban tourist complexes as multi-product companies: market segmentation and product differentiation in Amsterdam Romão /Nijkamp / Leeuwen / Neuts	Cooperation of small and medium-sized tourism enterprises (SMTEs) with tourism stakeholders in the Matopolska region – top management perspective approach Borodako	A structural model approach of residents' perception of tourism impacts in their own quality of life: the municipality of Loulé, Algarve Renda / Valle / Mendes	Motivation-based clustering: an empirical study of visitors to Kruger National Park in South Africa Slabbert / Laurens	Recursos humanos qualificados no Turismo: factores de diferenciação. O caso dos Pólos de Desenvolvimento Turístico do Oeste e de Leiria-Fátima Eurico / Silva / Valle	El emprendedor académico – Academic entrepreneurship Monge /Peñalver/ Lema
17:15-17:30	«A true feeling of authentic Portuguese golf»? The discursive construction of the Algarve region in Portuguese golf websites Pereira /Ribeiro/ Torkington / Dias	The new challenges of tourism airports: the case of Faro airport Almeida	Residents' perceptions of the impacts of a major arts festival in South Africa Slabbert / Viviers	Satisfaction of tourists in Azores rural tourism Pacheco / Silva / Moniz	El capital intelectual en los destinos turísticos: elementos e interrelaciones Moraleda	El estudio de la lealtad en el turismo: una revisión de la literatura Alves / Cerro / Mogollón
17:30-17:45	Online Advertising in the Tourism Industry and its impact on consumers Saß	Tourism Urbanization in the Algarve (1965-2004) Martins	The “Forgotten Landscapes”. Conservation, heritage management and lifelong learning in the community Knight	Host city and non-host city resident perceptions of the 2010 Soccer World Cup Slabbert / Thomas	Transferência de aprendizagem para o local de trabalho: um estudo realizado com jardineiros de companhias hoteleiras Almeida	Ponderação sobre Turismo social a partir da história institucional do comércio e da produção académica brasileira Cheibub
17:45-18:00	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE

Basement - Room 1 (Culatra I + Barreta I), Room 2 (Culatra II), Room 3 (Barreta II)

First floor – Room 4 (Sapal), Room 5 (Laguna), Room 6 (Dunas), Room 7 (Ria Formosa)

WEDNESDAY, 26 OCTOBER 2011 AFTERNOON

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
18:00-19:20 PARALLEL SESSIONS	MARKETING English	TOURISM MANAGEMENT English	GESTÃO DO TURISMO Português	TOURISM DEMAND English	GESTAO DO TURISMO: LIDERANÇA Português / Español	EDUCAÇÃO / HISTÓRIA DO TURISMO Português
18:00-18:15	Travel motivations and behaviour of tourists to a South African Resort Vuuren /Slabbert	Determinants for tourism and poverty alleviation Lima / Eusébio/ Partidário	Competitividade do sector do turismo em Portugal – caso do Baixo Mondego e Baixo Vouga Santos / Bento	Forecasting tourism demand with artificial neural networks Fernandes / Teixeira / Ferreira / Azevedo	Liderança e bem-estar na hotelaria no Algarve Messias / Mendes / Monteiro	Ensino superior em Turismo no Brasil: da expansão à diversificação Ramos / Garcia / Hallal /Müller
18:15-18:30	Are women walking the Fairway? Reis / Correia	The role of Regional Tourism Authorities in tourism policy monitoring: The case of Greek RTOs Moira / Mylonopoulos / Karavasili	Conservação, inovação, visitação: Formas de gestão turística e educativa do património geográfico Oliveira	Determinants of demand to the Kruger national Park during the 2008/2009 economic recession Scholtz / Saayman / Kruger	Empowerment organizacional y clima de servicios enempleados de contacto de establecimientos hoteleros Orgambídez-Ramos / Sierra	Turismo cultural e os estudantes do ensino superior. O caso do Algarve Henriques / Gouveia
18:30-18:45	The impacts of tourism experiences in the destination image. The case of the Algarve Matos / Mendes /Valle	The added value formed by the alternative in Tourism Statev	Estudo comparativo de desenvolvimento local entre os municípios de Camboriú e de Balneário Camboriú/SC – uma proximidade distante Nogueira / Ferreira / Ramos	Matching demand and supply: Defining key competencies for the Hospitality Industry in Portugal Wilks / Hemsworth	La administración inteligente como factor para reducir el fracaso empresarial Hernández /Peñalver	O despertar do Turismo no Brasil Müller /Hallal / Ramos / Garcia
18:45-19:00	Mapping affective image of destinations Marques	DEBATE	“em.cantos” – uma experiência de cooperação organizacional no processo de governança e desenvolvimento do território Figueira	DEBATE	Inovação no sector do turismo – apontamentos do processo inovador através do estudo do Grupo Pestana Lima / Alves	Uma base de dados terminológica do turismo para fins de tradução Moreira
19:00-19:20	DEBATE		DEBATE		DEBATE	DEBATE

THURSDAY, 27 OCTOBER 2011 MORNING

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
9:00-10:20 PARALLEL SESSIONS	MARKETING Português / Español	SUSTAINABLE TOURISM English	CULTURA, PATRIMÓNIO & EVENTOS Português	TOURISM & INNOVATION, English	INTEGRAÇÃO E EXCLUSÃO SOCIAL NO TURISMO Português	HEALTH TOURISM English	GESTIÓN Y PLANIFICACIÓN EN TURISMO Español
9:00-9:15	O marketing turístico como instrumento de produção e transformação do espaço de Curitiba e região metropolitana Aguiar / Silva / Gandara / Souza	An ecotourism model for South African national parks Witt / Merwe / Saayman	Turismo alternativo: promoção religiosa da imagem de marca “Algarve” através do património cultural intangível dos cultos marianos alusivos ao mar Barroso	Tourism innovation – a literature review complemented by case study research Carvalho / Costa	Evolução das atitudes dos empresários nas empresas turísticas face ao emprego de pessoas socialmente discriminadas Monteiro / Neto / Trindade	A potential source for development of Medical Tourism of India: “Role of Traditional Holistic Medicine in Cardiovascular Rehabilitation” Haddadzadeh / Mohebbi / Maiya	Política nacional de turismo no Brasil: da municipalização à regionalização Trentin / Fratucci
9:15-9:30	El turismo cultural enológico: satisfacción y características del turista Reyes / Sanchez / Camacho	Sustainable tourism – a benchmarking study applied to hospitality firms Costa / Carvalho	Património arqueológico subaquático: um mar de oportunidades em Portimão Roeder	Strategy and innovation. Study of the innovative capacity of the Spanish hotel industry López / Sánchez	A integração de trabalhadores com deficiência no sector do turismo: oportunidades e desafios Devile / Jesus / Cruz	Non-traditional health and wellness tourism units in Portugal unveiled Joukes	Análisis Relacional de Sistemas Turísticos. Un marco de trabajo alternativo en el proceso de planificación turística Mazón
9:30-9:45	Produto turístico “Açores”: influência do país de origem nas diferenças perceptivas dos turistas Baptista / Faias / Martins / Silva	Environmental factors influencing tourists’ experience to South African national parks Plessis / Merwe / Saayman	O Turismo Literário. Olhão sob a perspectiva de João Lúcio Henriques / Quintero	Understanding innovation in hospitality through the words of innovative managers Monteiro / Sousa	O combate à exclusão social através de Programas de Turismo Social para famílias economicamente carenciadas Lima / Eusébio / Varum	Long-run forecasting of SPA and wellness subsector of the Bulgarian Tourism industry Dimitrov	Los stakeholders del Turismo Cortijo / Mogollón
9:45-10:00	O <i>balanced scorecard</i> na hotelaria e turismo Nunes / Machado	Networks as an innovative approach in Geoparks and Geotourism Farsani / Coelho / Costa	Património italiano como factor de atracção de turistas italianos para Portugal Braga	DEBATE	Medo social e turismo no Rio de Janeiro Machado	Hotel-investments risk factors in Hungarian health-and wellness tourism Priszinger	Modo de entrada, flexibilidade estratégica y opciones reales en los procesos de internacionalización de las cadenas hoteleras Camacho / Sanchez / Reyes
10:00-10:20	DEBATE	DEBATE	DEBATE		DEBATE	DEBATE	DEBATE
10:20-10:50	Coffee-break						

THURSDAY, 27 OCTOBER 2011 MORNING

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
10:50-11:50 PARALLEL SESSIONS	MARKETING Português	SUSTAINABLE TOURISM English	CULTURA, PATRIMÓNIO & EVENTOS Português	MARKETING English	TURISMO ACESSÍVEL / HOTELARIA Português	LOCAL COMMUNITIES / TOURISM NETWORKS English
10:50-11:05	O marketing turístico e o reposicionamento da imagem do Brasil no mundo: uma análise do Plano Aquarela da EMBRATUR Gomes	The role of the Agrotourism Management in developing the economy of rural regions Haghiri / Okech	Entre a superfície e o subterrâneo: proposta de percursos geoturísticos urbanos em Lisboa Caetano / Patuleia / Ferreira	Travel practice of the new generation of tourist managers in the University of Debrecen Benkhard	Hotéis atractivos a hóspedes seniores: A experiência da região do Algarve Figueiredo / Pedro / Rebelo / Cachadinha	The role of local networking in facilitating community tourism development Fernandes
11:05-11:20	A miopia do marketing de destinos turísticos Machado / Medeiros / Luce	How green are consumers at a green destination in South Africa? Kruger / Manners / Saayman	Uma nova abordagem para a valorização turística do património: o Paideia Approach Carbone	The tourist experience – a semiotic approach Santos / Marques	O desenvolvimento de Turismo Acessível na Lousã: perspectivas dos agentes locais do sector do turismo Devile / Jesus / Cruz	Factors predicting community support: the case of a South African Arts Festival Loots / Ellis / Slabbert
11:20-11:35	Informação turística: DMC Turismo Serra da Estrela Salgado / Godinho / Milheiro	The importance of assessing the aesthetic quality of the cultural landscape Santos / Ferreira / Costa	Definição dos valores de uma localidade turística cultural: Estudo das missões jesuítico-guarani orientais da América César / Stigliano	The integral rural tourism experience from the tourist's point of view – a qualitative analysis of its nature and meaning Kastenholz / Lima	A percepção do ambiente organizacional e comportamento estratégico no processo de tomada de decisão: um estudo no setor de hospedagem da grande Florianópolis (SC) Rossetto / Rosseto / Verdinelli / Carvalho	Quality of life and place sustainability: the resident's view Azevedo / Custódio / Perna
11:35-11:50	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE
12:00-12:45	CONFERÊNCIA PLENÁRIA / PLENARY SESSION 2 [ROOM 1] PROFESSOR ABRAHAM PIZAM (UNIVERSITY OF CENTRAL FLORIDA, USA)					
12:45-14:30	Lunch					

THURSDAY, 27 OCTOBER 2011 AFTERNOON

14:30-15:15	CONFERÊNCIA PLENÁRIA / PLENARY SESSION 3 [ROOM 1] PROFESSOR JAFAR JAFARI (UNIVERSITY OF WISCONSIN-STOUT, USA)					
	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
15:30-16:30 PARALLEL SESSIONS	GESTÃO DO TURISMO Português	TOURISM & LOCAL COMMUNITIES English	CULTURA, PATRIMÓNIO & EVENTOS Português	GESTÃO DO TURISMO: RESPONSABILIDADE SOCIAL E REDES DE COOPERAÇÃO Português / Español	MARKETING English	TOURISM MANAGEMENT English
15:30-15:45	Gestão pública democrática e democracia participativa no Brasil: disseminação dos conselhos de políticas públicas, no âmbito do Turismo, no Estado de São Paulo Araujo	Residents' perceptions of the impacts of the FIFA 2010 World Cup Slabbert /Oberholzer	As feiras: locais por excelência de mostra de fazeres e saberes tradicionais das comunidades rurais e de atração turística Cunha	Acercamiento a la responsabilidad social empresarial de las microempresas de ecoturismo indígena en Mexico Villavicencio / Pardo	First-time versus repeat visitors at the Kruger National Park Kruger /Saayman / Hermann	Public Tourism Management. Case study of the Greek Tourism Office in Moscow Mylonopoulos / Moira / Aivaliotou
15:45-16:00	A influência dos planos territoriais no desenvolvimento turístico: o caso do plano diretor de Joinville Dalonso / Lourenço	Impacts of second home tourism on shaping regional identity in the regions with significant recreational function Vágner / Fialová	Paisagem: a dimensão espacial na educação patrimonial César / Dhein / Uez	A divulgação da informação socialmente responsável nos estabelecimentos hoteleiros portugueses Ferraz /Schön /Gallardo- Vázquez	A dynamic analysis of repeat visitors Moniz	Internet technologies in the Bulgaria Tourist Enterprises – state, prerequisites and perspectives Kraeva
16:00-16:15	Qualidade de vida no trabalho perspectivas do setor hoteleiro da cidade do Rio de Janeiro Mancebo / Pereira / Longo	Impacts of local values on development of Tourism in Iran Mohebbi / Kadam / Mohebbi	Barroco, festa e turismo: rememorando os últimos passos de Jesus na cidade de São Cristovão-Sergipe, Brasil Aragão / Macedo	Redes de cooperação em Turismo: um estudo nas pequenas empresas hoteleiras em Curitiba, Paraná Teixeira	Using network analysis to define a tourist destination as the basis for a DMO Madarász / Papp	Co-creation: the Travel Agencies new frontier Salvado / Ferreira / Costa
16:15-16:30	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE

THURSDAY, 27 OCTOBER 2011 AFTERNOON

16:30-17:00	Coffee-break					
	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
17:00-17:45 PARALLEL SESSIONS	TAX & ACCOUNTING English	PROBLEM-SOLVING IN HOSPITALITY AND TOURISM English	WINE TOURISM English	TURISMO SUSTENTÁVEL Português / Español	PROCURA TURÍSTICA Português	TOURISM MANAGEMENT English
17:00-17:15	Accounting and tax complexities in managing tourism businesses Martins	Transformative learning and complex problem-solving among Hospitality and Tourism students Jost	Generation X and Y expectations about wine tourism experiences: Douro (Portugal) versus Napa Valley (USA) Tavares / Azevedo	Sustentabilidade em destinos turísticos insulares – o Projecto Azores Green Islands Tourism Estima / Moniz / Caetano /Aznar / Ventura	Análise da procura turística através de Modelação Dinâmica de Dados em Macro Painel Ramos / Rodrigues/ Perna	Critical success factors of a tourist destination in the Caribbean Ortigueira / Gómez-Selemeneva
17:15-17:30	The “Uniform System of Accounts for the Lodging Industries” – Case Study Hotel Baía Carvalho / Fernandes	Resolution of employee conflicts in the Hospitality Sector in the United States: An analysis of arbitrated and litigated cases Katz / LaVan	Wine tourism in Alentejo – towards a conceptual framework Neves / Silva	Renovación de destinos turísticos maduros, expertos y grupos de interés, discurso global/local e escenarios de futuro: el caso de Benidorme Sánchez / Quiles	A procura turística na Região Norte de Portugal: Modelo Logaritmo vs Modelo de Primeiras Diferenças Santos / Fernandes	Measuring the internationalization of Bulgarian Tourism and of “Bulgaria” business destination Gorcheva
17:30-17:45	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE
18:00-22:00	Guided tour in Faro + cocktail					

FRIDAY, 28 OCTOBER 2011 MORNING

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6
9:00-10:20 PARALLEL SESSIONS	MARKETING/ NATURE English	TOURISM MANAGEMENT English	TURISMO SUSTENTÁVEL Português / Español	MARKETING Português / Español	GESTÃO DO TURISMO: GASTRONOMIA / PLANEAMENTO Português / Español	DIREITO E TRIBUTAÇÃO Português / Español
9:00-9:15	Who are the comrades at the Comrades Marathon? Kruger / Saayman	Mozambique Island – transforming a site of world heritage in a tourist destination Sousa	Diversidade vegetal e impactes ambientais em percursos pedestres localizados nos Sítios de Importância Comunitária (SIC), nas ilhas das Flores e São Miguel Queiroz	Imagen del destino y marca turística: sinergias e implicaciones Fernández / Duarte /Mogollón	Daniel Constant em “O Primeiro de Janeiro” - Um quarto de século de turismo e gastronomia Marques	Tributación de las Agencias de Viajes: Fiscalidad directa e indirecta. Situación actual y propuestas de futuro Cubiles
9:15-9:30	Place-attachment and involvement by tourists of natural areas Seabra / Silva / Abrantes	The regional tourism satellite account in the Republic of Karelia Anastasia	El potencial de los parques naturales en el proceso de renovación de los destinos turísticos litorales maduros: el caso de la comunidad valenciana en España Frías /Sánchez /Climent	Jornalismo: Leituras, filtros e olhares da oferta da informação – estudo de caso sobre os reflexos da veiculação das matérias do destino turístico Foz do Iguaçu –PR Neto / Nicolosi /Solla / Gândara	Análisis del turismo gastronómico en la provincia de Córdoba Torre / Morales-Fernández / Naranjo	A tributação das actividades turísticas em sede de IVA Amorim
9:30-9:45	Collaborative destination marketing Pinto / Kastenholz	Tourism development in the Republic of Karelia: problems and perspectives Fedorova	Ecoturismo indigena en Quintana Roo, Mexico. Estudio de caso Kantemo Villavicencio / Pardo	La planificación del viaje en el turismo cultural: el caso de San Cristóbal de La Laguna (Tenerife, Canarias) Marrero-Rodríguez / Abdul-Jalbar	Políticas Públicas e Enoturismo: O Plano Diretor do Vale dos Vinhedos, Sul do Brasil Tonini /Lavandoski /Barretto	Algunas reflexiones en torno a la configuración jurídico-tributaria del turismo residencial en España Navas
9:45-10:00	The influence of demographic factors on travel behaviour of visitors to nature-based products in South Africa Slabbert / Plessis	DEBATE	Espaços naturais protegidos e turismo sustentável: os parques naturais de Montesinho e Douro internacional Castro / Martins	A importância do marketing relacional para a sustentabilidade dos empreendimentos de alojamento no turismo natureza. Carvalho	Planejamento, competitividade e gestão do Turismo em Ouro Preto, Brasil Alvares / Lourenço	Dimensões do Direito do Turismo: enquadramento na Lei das Políticas Públicas de Turismo Machado
10:00-10:20	DEBATE		DEBATE	DEBATE	DEBATE	DEBATE
10:20-10:50	Coffee-break					

FRIDAY, 28 OCTOBER 2011 MORNING

	Room 1	Room 2	Room 3	Room 4	Room 5
10:50-11:50 PARALLEL SESSIONS	MARKETING English	TOURISM PLANNING English	TURISMO SUSTENTÁVEL Español	GESTÃO DO TURISMO Português / Español	CULTURA, PATRIMÓNIO & EVENTOS Português
10:50-11:05	Identifying the key marketing factors contributing to arts festival ticket purchases Botha / Slabbert / Viviers	Coastal tourism and possibilities for consolidating a regional sea cluster: insights from Algarve's innovation actors Gonçalves / Cruz / Pinto / Pintassilgo / Guerreiro	Turismo comunitario en islas: el caso de Boavista (Cabo Verde) Cañizares /Castillo-Canalejo / Gallardo	Desenvolvimento local e políticas públicas no turismo: o caso de uma rede colaborativa no sul do Brasil Bock / Macke	Turismo, cultura e universo religioso do homem pantaneiro em Mato Grosso do Sul, Brasil Gonçalves / Jesus / Oliveira
11:05-11:20	Applying consumer behaviour theory and grand models to attendees behaviour in conference industry Mohammadi / Mohamed	Tourism route planning in Sweden and Norway: A comparative interview study Antonson	Slow tourism, o turismo de la lentitud: un nuevo enfoque al desarrollo de territorios lentos. Clemente / Salvo / Mogollón	Instrumentos estratégicos de apoio à decisão: o Observatório Regional de Turismo do Alentejo Milheiro / Dinis / Correia	Igreja Rosário dos Pretos: análise das contribuições culturais para o turismo étnico (afro) em Salvador-BA Amorim / Andrade / Umbelino / Cardona
11:20-11:35	Consumer innovative behavior in vacation travel López-Bonilla / López-Bonilla / Sanz-Altamira	Modeling domestic tourism demand in Galicia using the ARDL approach Álvarez-Díaz /González-Gómez / Giráldez	Turismo y reservas de la biosfera: el caso de Canarias Orientales Morales / Luis	Mudança nos sistemas de controlo de gestão: factores potenciadores e inibidores em hotéis de cinco estrelas Nunes / Machado	As rotas como estratégia turística: percepção de benefícios e obstáculos na constituição de Rotas Museológicas na região de Aveiro Maia / Baptista
11:35-11:50	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE
12:00-12:45	CONFERÊNCIA PLENÁRIA / PLENARY SESSION 4 [ROOM 1] PROFESSOR JONATHAN EDWARDS (UNIVERSITY OF BOURNEMOUTH, UK)				
12:45-14:30	Lunch				

FRIDAY, 28 OCTOBER 2011 AFTERNOON

14:30-15:15	CONFERÊNCIA PLENÁRIA / PLENARY SESSION 5 [ROOM 1] PROFESSOR DIMITRIOS BUHALIS (UNIVERSITY OF BOURNEMOUTH, UK)				
	Room 1	Room 2	Room 3	Room 4	Room 5
15:30-16:30 PARALLEL SESSIONS	MARKETING English	CULTURE, HERITAGE & EVENTS English	TURISMO SUSTENTÁVEL Português / Español	GESTÃO DO TURISMO Español	CULTURA, PATRIMÓNIO & EVENTOS Português
15:30-15:45	Is the roar of a lion all a visitors to the Kruger National Park expect? Engelbrecht / Kruger / Saayman	Managing the beautiful noise: evidence from the Neil Diamond shows Manners / Kruger / Saayman	Territórios indígenas como cenário para a produção turística em Mato Grosso do Sul, Brasil: o caso do povo Kadiwéu Jesus / Wenceslau	Turismo y desarrollo socioeconómico en Cabo Verde Canalejo / López-Guzmán / Soto / López	O Brasil e a Copa do Mundo FIFA 2014: um olhar além dos holofotes Dalonso / Lourenço
15:45-16:00	Understanding tourist recommendation through destination image: A CHAID analysis Agapito / Valle / Mendes	What brings people to an unconventional festival on a cold night?: An understanding of audience involvement at the Beltane Fire Festival Matheson / Rimmer / Tinsley	La diversificación productiva del litoral catalán. La vinculación entre agroturismo y producciones agrarias de calidad. El caso de la comarca de L'Empordà Armesto-López / Cors-Iglesias / Gómez-Martín	Turismo, cultura y gastronomía. Una aproximación a las rutas culinárias López-Guzmán / Jesus	O contributo dos eventos culturais e criativos para a criação de uma imagem diferenciadora do destino turístico maduro. O caso do Festival MED de Loulé, Algarve Carvalho / Ferreira / Figueira
16:00-16:15	Bike usage and cycle tourism: the pattern of Portuguese associated bike riders Neves / Esperança	A cultural profile of tourists to a jazz festival in South Africa Taylor / Slabbert	Os impactos do Turismo – o caso da viagem medieval de Santa Maria da Feira Oliveira / Salazar	Modelos de gestión de crisis en el turismo: una propuesta de mapa estratégico Muñiz / Brea	A importância do “Festival MED” para o desenvolvimento cultural e turístico de Loulé Silva/ Viegas / Caiado
16:15-16:30	DEBATE	DEBATE	DEBATE	DEBATE	DEBATE
16:30-17:00	Coffee-break				

FRIDAY, 28 OCTOBER 2011 AFTERNOON

	Room 1	Room 2	Room 3
17:00-18:00 PARALLEL SESSIONS	MARKETING English	CULTURE, HERITAGE & EVENTS English	GESTÃO HOTELEIRA/ QUESTÕES DE GÉNERO Português
17:00-17:15	Tourism area life-cycle model and regional Tourism attractiveness Romão /Guerreiro / Rodrigues	The changes of the meeting industry in Cracow in the context of global crisis Borodako / Berbeka / Klimek / Niemczyk / Seweryn	Práticas de custeio e controlo de gestão no sector hoteleiro do Algarve Faria / Trigueiros / Ferreira
17:15-17:30	Segmentation of the tourism market using the impact of tourism on quality of life Carneiro / Eusébio	The relationship between Human Rights and mega sporting events: a case study of the Vancouver Winter Olympics and the spectre of human trafficking Matheson / Finkel	O papel da indústria hoteleira no desenvolvimento do turismo cultural sénior Vasconcelos
17:30-17:45	Trust and involvement in tourism social media Munar / Jacobsen	The role of Congress Tourism in Cracow in years 2008-2009 Berbeka / Borodako / Klimek / Niemczyk / Seweryn	Homens em férias abaixo do Equador: questionando a sustentabilidade empírica do conceito de turismo sexual Sacramento
17:45-18:00	DEBATE	DEBATE	DEBATE
18:15-18:45	SESSÃO DE ENCERRAMENTO / CLOSING SESSION [ROOM 1]		
21:00	CONFERENCE DINNER		

SATURDAY, 29 OCTOBER

9:00-18:00 Full day excursion: Culture & Nature in the Algarve (Silves, Monchique, Westcoast Natural Park, Cape St. Vincent, Fortress of Henry The Navigator, Ponta da Piedade, Lagos)

CONFERÊNCIAS PLENÁRIAS / PLENARY LECTURES [ROOM 1]

Wednesday, October 26 15:45-16:30

PROFESSOR RICHARD BUTLER (University of Strathclyde, UK)

Thursday, October 27 12:00-12:45

PROFESSOR ABRAHAM PIZAM (University of Central Florida, USA)

Thursday, October 27 14:30-15:30

PROFESSOR JAFAR JAFARI (University of Wisconsin-Stout, USA)

Friday, October 28 12:00-12:45

PROFESSOR JONATHAN EDWARDS (University of Bournemouth, UK)

Friday, October 28 14:30-15:15

PROFESSOR DIMITRIOS BUHALIS (University of Bournemouth, UK)

ABSTRACTS - PLENARY SESSIONS

**TOURISM- PAST, PRESENT, FUTURE:
“Plus ca change, plus c’est la meme chose”**

Richard **BUTLER**

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Tourism has been a feature of human living patterns for several centuries, if not millennia, and in many ways the basic elements have changed little over that time. However, the patterns, the activities engaged in, and the segments of societies engaging in tourism have all changed and are still changing considerably. Part of the reason for this dynamic aspect of tourism is the changing importance of the drivers and enablers of tourism. These include transportation, economic conditions, international relations, key figures, and information dissemination, and the interplay of these factors can be seen to be key to understanding how tourism has evolved and how it might continue to evolve in the future. Many societies have moved from a form which had low levels of general affluence, severely limited mobility, little knowledge of the world beyond the immediate locale, scarcity of free time and societal restrictions on leisure and pleasure towards the western example of great affluence, a large amount of discretionary time, global mobility, a hedonistic attitude to live in general and wide information dissemination. One of the outcomes has been the great increase in numbers, both of people engaging in tourism and in the destinations available to them. The presentation discusses how the relative importance of drivers of, or influences on tourism has varied over time and the emergence of new forms of drivers in recent decades which have created the illusion of a “new” tourism.

THE DOMAINS OF TOURISM AND HOSPITALITY MANAGEMENT: SIMILARITIES AND DIFFERENCES

Abraham **PIZAM**

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The presentation will define, describe and analyze the similarities and differences between the domains of tourism and hospitality and discuss the diverse theoretical approaches to the essence of hospitality. It will also examine the existing schools of thought in the academic study of tourism versus tourism-management. Last but not least, the presentation will describe and analyze the historical development of research in the field of hospitality management.

A NICE PLACE TO LIVE IS A NICE PLACE TO VISIT Developing Tourism for both Residents and Tourists

Jafar **JAFARI**

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Typically tourism studies focus on tourists and their world: Why people travel; what draws people to a particular place or destination; what tourists favor seeing and doing when away from home, how their mindset transforms while on vacation, whether their wants and needs are changing and why; how tourists' satisfaction can be maximized; what new products are in the making, which strategies can best boost financial returns to businesses engaged in tourism. As such, from its early days, tourism has regarded itself as an industry serving outsiders, and not the local population. Among all businesses in or related to it, the restaurant and recreation sectors cater to both its internal and external customers. After decades of scholarly advances, the idea of developing an industry which serves both the host and guest populations is hardly found on the research agenda. The purpose of this presentation is to discuss the importance of re-routing the past outward gaze of the tourism industry inward—to finally lodge and root it in its own home base. A destination which continues to think and act for tourists only is incomplete; but the industry which also serves the local population, contributing to the quality of life and the wellbeing of the host community, is in for a homecoming. A nice place to live is a nice place to visit. Keywords: host community, attractions, local character, host participation, quality of life, socioeconomic benefits.

TOURISM AND NATURE: A REVIEW OF AN EVOLVING RELATIONSHIP

Jonathan **EDWARDS**

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This presentation will review the complex and diverse relationships that have emerged in various ways and in various locations over time in different sectors of an industry that many are quick to remind us is of significance regionally, nationally, and increasingly globally. It may initially appear that tourism's dependence on the natural world is sufficiently evident to as to be ignored particularly when 'things' (the economic returns) go well however, when 'things' go badly then those concerned apparently concentrate solely on managing a response to the poor economic environment. By examining a range of examples of the interdependency of tourism and nature, including both those where nature provides the context and others where it is the primary focus the course of the evolution of this relationship and the effects this had had and is having upon both the industry and the consumer will be considered.

eTOURISM REVOLUTIONS

Dimitrius **BUHALIS**

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The World Wide Web on the Internet has emerged as the pervasive and robust platform for the tourism destination distribution and management. The Web 2.0 and consumer generated content is developing those issues further and develops them on a global scale. Only destinations that can take full advantage of the opportunities will be able to capitalize on the benefits in the future. There are still several major challenges for eTourism to be successful including:

- * Modernising operations to use technology enabled proactive and reactive marketing.
- * Utilise DMSs for strategic and tactical management and marketing.
- * Integrating content from several providers.
- * Provide up to date, comprehensive and consistent data, image banks and information on facilities and attractions.
- * Take advantage of user generated content.
- * Deal with online reputation and social networking.
- * Using social networking for marketing and for brand management.
- * Driving social networking and user-generated content.
- * Modernising legislation and adapting to new realities.
- * Fight internal politics and adopt a market focused approach.
- * Coordination at a regional, National, European Level.
- * Integrating all tourism offering, including SMTEs.
- * Collaboration with eIntermediaries and dealing with distribution plurality.
- * Real time services and the Service of Now.
- * Cocreation of Experiences.
- * Use ICTs to develop virtual marketplaces to maximise multiplier effects.
- * Develop offerings on multi-channel platforms including mobile and Interactive Digital Television.
- * Location and Context Based Services.
- * Modernise the mind frame of a number of actors in the industry.

ABSTRACTS – PARALLEL SESSIONS

UNDERSTANDING TOURIST RECOMMENDATION THROUGH DESTINATION IMAGE: A CHAID ANALYSIS

Dora **AGAPITO**, University of the Algarve, Portugal, dlagapito@ualg.pt / Patrícia Oom do**VALLE**, FE-University of the Algarve, Portugal, pvalle@ualg.pt / Júlio da Costa **MENDES**, FE-University of the Algarve, Portugal, jmendes@ualg.pt

In spite of the efforts of marketers and managers to boost a favourable destination image, with a focus on encouraging tourists' revisit, other factors contribute to tourists' decision-making processes with regard to revisiting destinations. Moreover, recommendation from family and friends are considered to be the most credible source of information in the process of choosing a holiday destination, becoming relevant that studies on destination loyalty focus on this variable. Therefore, this research aims to identify the attributes which contribute to tourists' willingness to recommend a destination. The first stage of this study involved identifying the attributes to measure the image of Lagos in the Algarve region, an important Portuguese destination, through open-ended questions. In the second phase, the application of the *Chi-Square Automatic Interaction Detector* (CHAID) to survey responses from a sample of 379 tourists allowed to identify the features that explain the intention to recommend the destination to relatives and friends. The results show that culture is the attribute with the strongest power to explain recommendation, highlighting the need for sun and sand tourism destinations to diversify their offer. Of the seven terminal nodes produced by CHAID, two segments with opposite trends were found, for which profiles were drawn.

KEYWORDS: CHAID Analysis, Destination Image, Recommendation, Tourists, Portugal.

O MARKETING TURÍSTICO COMO INSTRUMENTO DE PRODUÇÃO E TRANSFORMAÇÃO DO ESPAÇO DE CURITIBA E REGIÃO METROPOLITANA

Hetienne **AGUIAR**, Pontifícia Universidade Católica do Paraná, Brasil, hetienne@gmail.com / Janice Bernardo da **SILVA**, Universidade Federal do Paraná Brasil, janicebs@gmail.com / José Manoel **GANDARA**, Universidade Federal do Paraná, Brasil, jmgandara@yahoo.com.br / Thiago Alves de **SOUZA**, Universidade Federal do Paraná, Brasil, thiagohc@gmail.com

Considerando os enfoques geográfico, mercadológico e digital, neste artigo são abordadas questões relativas ao turismo, tendo presente as influências das novas tecnologias e do marketing de destino frente a produção e transformação do espaço de Curitiba e Região Metropolitana (RMC), Estado do Paraná – Brasil. Este estudo tem por objetivo mapear os produtos turísticos da região buscando verificar como o mix de marketing é efetivado na promoção dos produtos, analisar sua distribuição por meio dos recursos da internet, além de verificar o impacto na produção e transformação do espaço. A metodologia partiu da elaboração do mapeamento dos produtos turísticos com o objetivo de avaliar os atrativos consolidados na região e sua promoção e distribuição por meio dos recursos da internet. Os principais resultados identificados revelam a necessidade de maior exploração deste recurso (internet) aliado ao marketing de destino, promovendo a atividade e ao mesmo tempo buscando preservá-la, ou seja, primando pelo seu desenvolvimento sem o prejuízo da qualidade do destino.

PALAVRAS-CHAVE: Marketing Turístico, Produção e Transformação do Espaço, Internet, Curitiba.

TURISMO E TERRITÓRIO: A CONTRIBUIÇÃO DAS POLÍTICAS DE TURISMO AO PÓLO VELHO CHICO/SE

Lillian Maria de Mesquita **ALEXANDRE**, Universidade Federal de Sergipe, Brasil, lillian_mesquita@hotmail.com / Luzia Neide **CORIOLOANO**, Universidade Estadual do Ceará, Brasil, luzianeidecoriolano@gmail.com

As Políticas de Turismo voltadas ao desenvolvimento de territórios, como pólos indutores do turismo, ganham espaço de discussão nos Estados brasileiros, como

alternativa de desenvolvimento sócio, econômico e ambiental. Em Sergipe, a criação do Polo Velho Chico se apresenta como uma inserção ou tentativa de inserir as práticas de uma política de turismo que venha a dar consistência nas ações previstas nesta política que converge com o Plano Nacional de Turismo 2007-2010. O Estudo investiga as peculiaridades da implantação dessas ações políticas no território-polo de desenvolvimento mais fomentado no estado. Conclui-se que esse novo arranjo territorial turístico do ponto de vista do trato de outros municípios poderá beneficiar toda a região em que o Polo está inserido, da mesma forma que apresentará resultados de uma prática de políticas públicas em Sergipe eficaz e real.

PALAVRAS-CHAVE: Políticas Públicas de Turismo, Polo Velho Chico, Território.

THE NEW CHALLENGES OF TOURISM AIRPORTS THE CASE OF FARO AIRPORT

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Airport infrastructures play an important role in the heart of the regions in which they are located, as well as in certain sectors of activity, such as tourism. In recent years, their positioning has been altered from a passive attitude to an active attitude due to new market demands and new trends which have arisen in associated sectors, such as the air transport sector. The 1997 deregulation of air transport in Europe led to major changes on the way people travel, with the inception of low cost and an increase in destinations in European air services. One of the most interesting results of deregulation, was caused by the fact that the low cost airlines appeared on the market with a business model distinct from the traditional scheduled and charter airlines, allowing for the opening up of new airports and new tourist destinations. Those airlines are also responsible for some of the main changes in the airports operations and market positioning. The increase in routes and frequencies offered by these airlines enabled the emergence of new tourist destinations in Europe that spread, later on, to other places all over the world. The ease of purchasing an airline ticket online, and the availability of attractive routes at affordable prices have allowed the development of new market segments, such as second home tourism. One of the main impacts of low cost operations has been the changing of airport's structures, mainly to the ones that traditionally received charter flights. Faro airport is an excellent example of this. During the last decades Faro's main operations depended on charter flights, operating on a seasonal basis and few frequencies a week. In 1996

charter passengers represented about 85,3% of Faro airport's users but in 2010 this came down to represent less than 20%. In contrast, low cost passengers represented in 1996 about 1,2% of Faro airport's users and almost 70% in 2010.

KEYWORDS: Airports, Tourism airports, Faro Airport.

TRANSFERÊNCIA DE APRENDIZAGEM PARA O LOCAL DE TRABALHO– UM ESTUDO REALIZADO COM JARDINEIROS DE COMPANHIAS HOTELEIRAS

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Após décadas de tentativas de resolução do problema de Transferência da Formação, poderia parecer que existe um maior sucesso na sua relação teórico-prática. No entanto, até mesmo depois de se terem produzido modelos teóricos especificando que variáveis influenciam a transferência, continuamos a ler estimativas despondedoras de aplicação da formação ao trabalho. Pretende-se avaliar o efeito exercido por determinados antecedentes sobre a Transferência da Formação (variável critério). Analisa-se, ainda, o efeito mediador de duas variáveis (Auto-eficácia e Motivação para transferir) na relação entre estes antecedentes e a variável critério. Inquiriram-se 128 jardineiros (e os seus supervisores) pós-formação e no local de trabalho através do Learning Transfer System Inventory (LTSI), de indicadores de Warr, Allan & Birdi (1999) e de um questionário de Satisfação da Acção de Formação. As análises de regressão efectuadas confirmam a relação directa dos antecedentes avaliados sobre a Transferência da Formação. Relativamente ao efeito mediador testado, os resultados mostram que a percepção de Auto-Eficácia do desempenho e da Motivação para Aplicar a Formação só quando aparecem juntas conseguem exercer efeito mediador. Os resultados obtidos fornecem apoio empírico relativamente aos modelos teóricos neste domínio os quais defendem que para que a formação seja transferida para o local de trabalho é necessário que o conteúdo formativo seja retido ao longo do tempo.

PALAVRAS-CHAVE: Antecedentes, Mediadores, Formação, Transferência, Local De Trabalho.

PLANEJAMENTO, COMPETITIVIDADE E GESTÃO DO TURISMO EM OURO PRETO - BRASIL

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O presente artigo tem como objetivos realizar uma análise sobre o planejamento e a gestão do turismo na cidade de ouro preto, localizada na região sudeste do Brasil. Destaca-se que almeja, ainda, com este artigo apresentar as inovações com incidência direta na atividade turística percebidas nesta localidade, sendo que estas inovações contribuem para o aumento da competitividade do referido destino. Neste sentido, realizou-se visitas de estudo, coleta de dados, entrevistas semi-estruturadas e, a partir da análise de dados, realizou-se uma reflexão sobre a gestão turística e a competitividade nessa localidade. Entre os resultados da pesquisa, destaca-se que ainda há campo para inovar e que entre as inovações detectadas, deve-se se atentar para a continuidade de programas que possuem diferencial inovador, como, por exemplo, o programa estados integrados pelos roteiros do Brasil. Em relação aos resultados do estudo sobre os 65 destinos indutores do turismo no país, em específico as análise sobre ouro preto, estes indicam que há melhorias a serem realizadas para alcançar um melhor nível de competitividade. Por fim, enfatiza-se que é recomendável que os gestores públicos invistam em uma maior profissionalização do planejamento e da gestão do turismo no destino em análise.

PALAVRAS-CHAVE: Gestão do Turismo, Competitividade, Planejamento, Inovação.

MODELING DOMESTIC TOURISM DEMAND IN GALICIA USING THE ARDL APPROACH

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University of Vigo, Spain / María Soledad Otero GIRÁLDEZ,
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Tourism is one of the most important sectors for the economy of Galicia (north-west of Spain). The aim of our study is to find the most important socio-economic factors

that statistically influence the domestic tourism demand to Galicia. For this purpose, we make use of the ARDL bound testing cointegration approach (Pesaran et al., 2001). Once known the main influencing factors, we construct an econometric model using a general-to-specific ARDL modeling procedure. The estimated coefficients of the model allow us to quantify the impact of the influencing factors on the Galician domestic tourism demand. According to our results, the income elasticity of demand tends to be unitary; that is, an increase of 1 per cent in the income of Spanish residents produces a rise of around 1 per cent in the domestic tourism demand. Moreover, the eastern vacations and the celebration of the holy year increase the tourism demand by around 11 per cent. Finally, the economic crisis and the differential of inflation between Galicia and the rest of Spain decrease the tourism demand in a 7.5 per cent.

KEYWORDS: Domestic Tourism Demand Modeling, Ardl Approach, Bootstrapping, Galicia.

A TRIBUTAÇÃO DAS ACTIVIDADES TURÍSTICAS EM SEDE DE IVA

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A actividade turística está hoje sujeita a um conjunto de regras que regulam e condicionam este sector de actividade. Os fornecedores e utilizadores de produtos e serviços turísticos estão sujeitos a diferentes taxas de iva nas operações de transmissão de bens e prestação de serviços. O iva acaba por influenciar o utilizador de produtos e serviços turísticos nas escolhas dos diversos bens e serviços, o que pode constituir um desincentivo no desenvolvimento das actividades turísticas em benefício dos agentes económicos de outros estados membros da união europeia. Além disso, muito das regras estabelecidas no código do iva são demasiado complexas, devido às várias especificidades e excepções, e não facilitam a aplicação do iva. A união europeia tem vindo, contudo, a condicionar a margem de manobra dos estados membros, obrigando-os a actuar dentro dos limites da legislação comunitária e a não adoptar taxas de iva contrárias às da directiva 2006/112/ce. Vários estados membros adoptaram taxas reduzidas e taxas normais de tributação, apenas alguns aplicam taxas super reduzidas. Portugal é um dos países com taxas diferentes consoante os bens e serviços turísticos.

PALAVRAS-CHAVE: Iva, Texas, Sujeito Passivo, Produtos e Serviços Turísticos, Legislação Comunitária, União Europeia.

EL ESTUDIO DE LA LEALTAD EN EL TURISMO: UNA REVISIÓN DE LA LITERATURA

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A partir de los años noventa el marketing relacional y la lealtad ha suscitando el interés de investigadores y profesionales, como herramienta capaz de dar continuidad a las organizaciones a través del establecimiento de relaciones a largo plazo con sus *stakeholders*. Se verifica que la lealtad en la industria turística ha sido poco estudiada. Este trabajo se propone identificar y analizar las investigaciones sobre los determinantes de la lealtad en el turismo. Sus resultados tratan de dar respuesta a qué se ha investigado, quién trata estos temas, dónde se encuentran los principales focos de investigación o qué metodologías han sido utilizadas. El objetivo es obtener el estado del arte de la investigación sobre este tema e identificar futuras líneas de investigación.

PALABRAS CLAVE: Revisión de la Literatura, Marketing Relacional, Lealtad, Turismo.

IGREJA ROSÁRIO DOS PRETOS: ANÁLISE DAS CONTRIBUIÇÕES CULTURAIS PARA O TURISMO ÉTNICO (AFRO) EM SALVADOR-BA

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O legado africano na Bahia e, particularmente na cidade de Salvador, é um fator determinante da sua identidade cultural. A construção da Igreja Rosário dos Pretos é

parte importante para se compreender uma história de resistência e imposição da Bahia Colonial. Esse artigo tem como objetivo geral identificar a história da Igreja Rosário dos Pretos, assim como suas contribuições culturais e aportes ao desenvolvimento do turismo étnico (afro) em Salvador. Foram utilizados documentos históricos dos arquivos da própria Igreja ademais de bibliografias referentes ao tema. O turismo étnico, voltado principalmente aos afro-descendentes, pode encontrar em Salvador e nas ruas do seu Centro Histórico uma importante ferramenta de reconstrução de uma identidade.

PALAVRAS-CHAVE: Igreja Rosário dos Pretos, Turismo étnico (afro), Legado Cultural.

THE REGIONAL TOURISM SATELLITE ACCOUNT IN THE REPUBLIC OF KARELIA

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TSA is a method for estimation of a role of tourism in economy based on collection and processing of a large number of the statistic data. The base of the method is the principle of detailed collecting of information and detailed analysis of all the aspects concerning the goods' demand and services' demand that can be linked with tourism. TSA can be created on national or regional levels and reflect aggregates which connect with developing tourism process on two this levels. The main aim of the paper is a researching of application of the Tourism Satellite Account at the regional level for the Republic of Karelia and show practical using of the method.

KEYWORDS: Tourism Satellite Account, Regional Tourism Satellite Account, Tourism Database, System of National Accounts, Economic Impacts.

TOURISM ROUTE PLANNING IN SWEDEN AND NORWAY: A COMPARATIVE INTERVIEW STUDY

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BARROCO, FESTA E TURISMO: REMEMORANDO OS ULTIMOS PASSOS DE JESUS NA CIDADE DE SÃO CRISTÓVÃO-SERGIPE-BRASIL

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As festas realizadas pela Igreja Católica foram os primeiros eventos sociais no período do Brasil colônia, agregando pessoas de classes sociais distintas, mesclando as diferentes culturas e etnias. Estas foram motivo de conagração, mas também, de pejeas e controle social realizado pela Igreja e Estado Português. Atualmente no Brasil, as festas católicas deslocam uma grande quantidade de pessoas no período dos seus acontecimentos. Além de atrativos turísticos, as celebrações religiosas no país são também patrimônio imaterial e estão inseridas dentro da cultura “do festejar” dos brasileiros. Esse presente artigo tem por finalidade abordar aspectos da Festa do Senhor dos Passos na cidade sergipana de São Cristóvão. A metodologia utilizada foi a pesquisa bibliográfica, com discussão no campo teórico sobre Barroco, Festa Devocional, Tradição, Religiosidade, Procissão, Memória, Turismo, Cultura, Identidade, Religião e Turismo Cultural Religioso e a observação direta no período da comemoração. Com esse estudo, ficou constatado que, como território distante de Portugal desde o período colonial até a atualidade, as festas e procissões no Brasil, tomaram uma dinâmica própria fruto da mistura de raças que aqui se concretizou. Tornando esses acontecimentos incorporados à cultura dos brasileiros e demarcando a religião católica de uma forma *sui generis*.

PALAVRAS-CHAVE: Turismo Cultural-Religioso, Festa, Nosso Senhor dos Passos.

GESTÃO PÚBLICA DEMOCRÁTICA E DEMOCRACIA PARTICIPATIVA NO BRASIL: DISSEMINAÇÃO DOS CONSELHOS DE POLÍTICAS PÚBLICAS, NO ÂMBITO DO TURISMO, NO ESTADO DE SÃO PAULO

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No Brasil, desde a promulgação da Constituição Federal de 1988, ocorreu a institucionalização de novos mecanismos de participação política. Assim, surgiram e se disseminaram os Conselhos de Políticas Públicas, nas diversas esferas governamentais, e nos mais variados setores, que sinalizaram com possibilidades de ampliação dos atores com acesso e poder de ingerência, no âmbito da gestão pública e no processo de políticas públicas. Este artigo tem o propósito de conferir o caráter democratizante destes organismos, no campo da gestão pública da atividade turística, via a análise de duas experiências em andamento, no Estado de São Paulo, a saber: Conselho Municipal de Turismo de São Paulo; Conselho Municipal de Turismo da Estância de Socorro. Para tanto, servimo-nos de abordagem qualitativa (estudo de caso) e concluímos que, apesar de estarmos assistindo a um processo de ampliação da participação da sociedade civil no processo de políticas públicas, permanece o desafio no que tange à inclusão de alguns segmentos tradicionalmente excluídos das arenas decisórias.

PALAVRAS-CHAVE: Democracia Participativa, Conselho de Políticas Públicas, Governança, Políticas Públicas, Turismo.

LA DIVERSIFICACIÓN PRODUCTIVA DEL LITORAL CATALÁN. LA VINCULACIÓN ENTRE AGROTURISMO Y PRODUCCIONES AGRARIAS DE CALIDAD. EL CASO DE LA COMARCA DE L'EMPORDÀ

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Este artículo estudia las empresas agroturísticas que utilizan como reclamo las producciones ecológicas de sus propias explotaciones y/o los productos de calidad con indicación de procedencia geográfica del área de estudio, la comarca natural del Empordà (Cataluña, España). La unión de dos sectores productivos tradicionalmente separados como son el primario y el terciario ha ofrecido nuevas posibilidades a los territorios contiguos a la franja costera. Los productos alimentarios de calidad y los

que tienen una tradición productiva artesanal se configuran como recursos turísticos que contribuyen a fortalecer la imagen de los destinos.

PALABRAS CLAVE: Agroturismo, Producciones Agrarias de Calidad, Gastronomía, España.

QUALITY OF LIFE AND PLACE SUSTAINABILITY: A RESIDENTS' VIEW

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A vision of sustainability is nowadays crucial to the success of places, a condition in which the adoption of a Place Marketing Policy to create value and to emphasize identities is definitively interiorized by the literature. The success is achieved when the actors (citizens, visitants, business sector and all the actors that live the territory) meet their expectations and obtain satisfaction from the territory performance. A territory environmentally qualified, economically valuable, socially coherent and consistent in its heterogeneity, where the local agents are active participants and not spectators of the territory changes represents the objectives and the crucial condition for the development of a strategic marketing policy destination. A theoretical framework based on the contributions of Breakwell (1992, 1993), Hidalgo and Hernandez (2001), Twigger-Ross and Uzzell (1996) was developed and applied to Portimão, a city located on south-western Algarve, Portugal. The study aims to describe and understand the causal relations between independent variables (individual characteristics, residential time and quality of life attributes) and dependent measures (place attachment and place-related identity) in order to identify the actual conditions for the development of a successful strategic marketing policy destination in Portimão.

KEYWORDS: Sustainability, Place Marketing, place attachment, place-related identity, policy.

PRODUTO TURÍSTICO “AÇORES”: INFLUÊNCIA DO PAÍS DE ORIGEM NAS DIFERENÇAS PERCEPTIVAS DOS TURISTAS

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O presente estudo incidiu sobre a Região Autónoma dos Açores (RAA), que dispõe de características consideradas favoráveis ao desenvolvimento do turismo e ao interesse pelo produto turístico, e teve como objectivo avaliar as percepções dos turistas relativamente a determinados custos (custo de vida, custo do alojamento, custo do bilhete de avião, custo do transporte de/para o aeroporto) e determinar se estas percepções divergem entre turistas que residem em países diferentes. Os resultados mostram que, a maioria dos turistas, quer residentes em Portugal, quer não residentes, percebem o custo de vida e o custo do bilhete de avião como elevados e o custo de alojamento e de transporte de/para o aeroporto como normal. Conclui-se que, os diferentes modelos (modelo do custo de vida, do custo do alojamento, do custo do bilhete de avião e do custo do transporte de/para o aeroporto) diferem de acordo com a residência. Entre os não residentes o facto de residir em determinados países, induz a que os inquiridos apresentem diferenças na percepção dos custos analisados.

PALAVRAS-CHAVE: Turismo, Destino Açores, Custos de Viagem, Percepções dos Turistas.

TURISMO ALTERNATIVO: PROMOÇÃO RELIGIOSA DA IMAGEM DE MARCA “ALGARVE” ATRAVÉS DO PATRIMÓNIO CULTURAL INTANGÍVEL DOS CULTOS MARIANOS ALUSIVOS AO MAR

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Com esta comunicação, pretende-se sublinhar peculiaridades naturais e culturais que, interligadas nas festas religiosas, contribuem para a afirmação de uma identidade alternativa na promoção da imagem de marca do Algarve como destino turístico. As evocações sagradas caracterizam uma maneira de viver e estar mais tradicional, na região, paralelamente ao conceito ou binómio “sol-mar”. São comportamentos sociais marcados por uma forte componente religiosa, resultantes de valores, usos e

costumes tradicionais do Algarve. A defesa das memórias sociais ligadas ao elemento mar e aos rituais de integração social no Algarve faz parte da história e dos usos/costumes da região. Mesmo propícia às actividades turísticas pelas suas condições naturais e históricas, ponto de encontro de diversas culturas e com a presença de muitos imigrantes, o Algarve segue a tradição católica de um país que se define como secular, numa época de globalização. No Algarve, onde uma devoção predominante é a da Nossa Senhora dos Navegantes, Marinheiros e Pescadores, a principal questão a discutir é: quais as funções sociais desses cultos e rituais marianos num espaço globalizado pelo turismo e numa época pós-moderna? Pode o turismo revestir-se de religiosidade e promover uma região vocacionada para um turismo de massas?

PALAVRAS-CHAVE: Algarve, Globalização, Imagem de Marca Geográfica, Património Cultural, Turismo Religioso.

TRAVEL PRACTICE OF THE NEW GENERATION OF TOURIST MANAGERS IN THE UNIVERSITY OF DEBRECEN

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Changes of the travel habits of our students have been experienced in the University of Debrecen characterized by decreasing knowledge concerning Hungary and infrequent travels. To confirm or reject our hypotheses based on our experiences and to work out proposals for the necessary changes in the education, an investigation was initiated which focuses on the travel habits of university students. The online questionnaire was completed by current and former students. These have been sorted according to the university, the first university year and qualifications. Thus, the analysed group includes students who begun their university studies in the last 15 years as geographers, or specialized in geography (including tourism), environmental sciences or tourism-hospitality. The hypothesis that the number of the national travels is decreasing due to the increasing international travels can be rejected, based on the national and international mobility values. On the other hand our results prove that in terms of the acquisition of the necessary knowledge and the elaboration of the successful professional work in the chosen special fields (earth and environmental sciences, tourism), these travels are less valuable in both qualitative and quantitative aspects. Among the factors influencing the choice of destination, the effect of university education is more considerable than it was expected.

KEYWORDS: mobility, student travels, travel habit, tourism education, tourism management.

THE ROLE OF CONGRESS TOURISM IN CRACOW IN YEARS 2008-2009

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The main topic of the paper is to present the scale and character of congress tourism in Cracow in the years 2008 and 2009.

Methodology: The empirical material for the analysis was results of the research prepared and conducted in Cracow in 2009 by the academics from the Tourism Department of Cracow University of Economics. The questionnaire was addressed to owners of venues possessing the necessary infrastructure for business meetings in Cracow. The rate of return was 50.42%.

Main contributions: The paper consists of two parts: the introduction where theoretical issues are explained, the essence of congress tourism is presented and the location of congresses in the world is specified. The second part is of an empirical character. The research results are presented there. The analysis concerns a number of congresses in Cracow, the amount of their participants, the structure of venues hosting congresses and the structure of revenues generated by congress tourism, as well as an institutional profile of clients ordering congresses in Cracow.

Conclusions: The obtained results allow concluding that congresses in Cracow in the years 2008 - 2009 gathered 5% of all MICE tourism participants. Moreover, according to an opinion expressed by experts from the business tourism sector, the role of congress tourism is going to increase in the future.

KEYWORDS: Tourism, Congress, Meeting Industry, Cracow.

DESENVOLVIMENTO LOCAL E POLÍTICAS PÚBLICAS NO TURISMO: O CASO DE UMA REDE COLABORATIVA NO SUL DO BRASIL

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A partir de 2003, o Ministério do Turismo brasileiro adotou a gestão descentralizada de suas políticas como meio de promoção do desenvolvimento sustentável, através da atuação conjunta de diversos atores sociais tanto nas atividades de planejamento como nas de gestão. Esta postura estimulou uma série de articulações que resultaram na formação de conselhos consultivos, fóruns, comissões, comitês gestores e redes de cooperação. Esse artigo descreve a evolução da política nacional de turismo desde 1995 e a inclusão do turismo rural como segmento facilitador de desenvolvimento local. Além disso, discute a articulação de atores na promoção do turismo rural, tendo como foco de estudo o Grupo Gestor do Turismo Rural, do estado do Rio Grande do Sul (RS). Como resultado é proposta a caracterização deste grupo como uma rede colaborativa, tendo como base os estudos de Camarinha-Matos (2009).

PALAVRAS-CHAVES: Política Nacional de Turismo, Turismo Rural, Redes Colaborativas, Grupo Gestor do Turismo Rural.

THE CHANGES OF THE MEETING INDUSTRY IN CRACOW IN THE CONTEXT OF THE GLOBAL CRISIS

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The main purpose of the paper is to identify changes in the meeting industry in Cracow. One of their reasons was the global crisis and an attempt to prove the thesis has been undertaken.

Methodology/approach – the research of the meeting industry in Cracow was conducted on the basis of a survey form addressed to operators of facilities that can organise that sort of events of business type. The respondents were asked about

quantitative data connected with the business tourist traffic, but questions also concerned opinions connected with the development of this market segment.

Main contributions At the beginning of the study a review of literature devoted to the issues of shaping the demand for business tourism, with special consideration of the impact of economic crisis on it, was conducted. In the empirical part, results of the research conducted in Cracow in 2008 -2010 were presented. They illustrate the number of MICE type events in the city, their structure and seasonality. Sectors of ordering parties of MICE type events in the city were listed. The number of participants of the aforementioned events was analysed, divided into national and international participants.

Conclusions – The results of the research conducted in Cracow allowed stating that the economic crisis affected the changes of the level, and above all, the structure of MICE type events organised in the city, which was visible in 2010, therefore with some time delay. Fewer events were organised in the city, but they were more numerous in terms of the number of participants. It has economic and psychological justification, and it can be deduced that the aforementioned changes were induced by the economic crisis.

KEYWORDS: Tourism, Meeting Industry, Crisis, Cracow.

COOPERATION OF SMALL AND MEDIUM-SIZED TOURISM ENTERPRISES (SMTEs) WITH TOURISM STAKEHOLDERS IN THE MAŁOPOLSKA REGION – TOP MANAGEMENT PERSPECTIVE APPROACH

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Purpose – The purpose of this paper is to understand the difference in number of relations of small and medium-sized tourism enterprises (SMTE) with tourism stakeholders in the region. Design/methodology/approach – This research used an email survey sent to tourism CEOs, directors or owners of SMTEs in the Malopolska Region, focusing on its capital city - Cracow (Poland). All three groups of responders in SMTEs were understood in the research as the top management of these companies. Main contributions – The conducted study made it possible, on the basis of the statistically significant results, to analyze the differences as regards cooperation level between companies depending on the company size, micro firms and SMTEs,

their belonging to different subsectors and the company age. Observations show that such differences exist and should be used by the SMTEs managers and tourism policy makers. Conclusions – The largest part of the researched sample usually cooperates with one to five partners from each stakeholder group. Surprising was the high level of cooperation with competitors from the same subsector – almost one third of the accommodation and catering firms collaborate with more than five competitors.

KEYWORDS: Tourism, Cooperation, SMTE, Network, Top Management.

IDENTIFYING THE KEY FACTORS CONTRIBUTING TO ARTS FESTIVAL TICKET PURCHASES

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The popularity and rapid expansion of the festival industry ultimately results in competition increasing in the festival marketplace, and may become the very cause that threatens the sustainability of arts festivals in South Africa (Van Zyl & Strydom, 2007:121; Mehmetoglu & Ellingsen, 2005:119; Van Zyl, 2005:5-6). Most festivals in South Africa are already experiencing a decline in the number of festival visitors, ticket sales, or both (Kruger, 2009:3). In a competitive market place, festivals compete for limited resources, such as festival revenue sources generated by ticket sales from audiences. In most cases, ticket sales serve as festivals' main source of income (Anderson & Getz, 2008:207-210; Kruger, 2009:3). For this reason, it is vital for festival management to target the visitors who attend ticketed shows/productions as a management goal (Kruger, 2009:3). Furthermore, it should be said that visitors who purchase tickets at festivals tend to stay for longer periods of time and spend more than visitors not interested in ticketed shows/productions (Thrane, 2002:281; Kruger, Saayman & Ellis, 2010:79).

Not only are the number of festival visitors and ticket sales (and ultimately the income generated from this) declining as a result of competition in the market place (Saayman&Saayman, 2006:40-41); but producing and programming a quality festival with the escalating cost of production and rising cost of artist fees, is also a greater than ever challenge (Kwak, 2005:41). In addition to this, marketing expenses have more than doubled over the past 50 years (Sheth & Sisodia, 1995:19). This has resulted in ever-increasing ticket prices, and this, together with increasing competition

have caused significant changes in ticket purchase behaviour among performing art patrons (Scheff, 1999,17).

As consumers have become more demanding and selective in their purchase behaviour, marketers find it increasingly difficult to predict consumers' responses to different features, benefits, packaging options, information sources, ticket purchase outlets, pricing and many other factors, unless they utilise marketing research to understand customers' purchase behaviour and to plan marketing strategies accordingly (Scheff-Bernstein, 2007:143). It is therefore important for marketers to understand which factors influence, or more specifically, contribute to the demand for their product. Such factors can be actively manipulated by the marketer in order to improve sales. This is beneficial since desired purchase behaviour of attendees corresponds with sales volume and revenue (Shimp, 2010:50; O'Sullivan, 2007:28).

Many studies pertaining to factors influencing ticket purchase behaviour across a variety of events exist (Zieba, 2009; Putler & Lele, 2003; Moe & Fader, 2009; Willis & Snowball, 2009; Diniz& Machado, 2011; Scheff, 1999 and Werck & Heyndels, 2007). However, there is a need to specifically identify the key factors that contribute to ticket purchases of performances at arts festivals in South Africa by developing a questionnaire, since no such questionnaire currently exists. By determining the contribution of each marketing-related factor (for example the festival's brand, the showcasing a specific artist, an informative festival programme, ticket pricing, ticketing facilities, or word of mouth) to a festival visitor's eventual behaviour of purchasing a ticket/s, will empower festival marketers/organisers to focus on the aspects that matter most to ticket purchasers and that lead to positive purchase behaviour. Festival marketers/organisers will be enabled to allocate their marketing budgets more effectively and channel their marketing mix strategies in a viable manner, thus maintaining and increasing the number of ticket-purchasing visitors. This will ultimately assist in addressing the decline in ticket sales that South African arts festivals are currently experiencing in an exceedingly competitive festival marketplace.

KEYWORDS: Arts festivals, Ticket Purchases, Purchase Behaviour, South Africa.

PATRIMÓNIO ITALIANO COMO FACTOR DE ATRACÇÃO DE TURISTAS ITALIANOS PARA PORTUGAL

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Na última década, o número de turistas italianos em Portugal teve uma subida acentuada. Cientes que os turistas Italianos são muito importantes para o Turismo em Portugal e necessitando novos produtos para atrair esta nacionalidade para Portugal, criámos um Itinerário Italiano em Portugal, desenhado especificamente para o povo Italiano. Os Italianos gostam muito de visitar locais onde seja possível encontrar património que testemunhe a cultura do país que visitam; porém, são um povo que aprecia deveras reconhecer a sua cultura patente nos locais que visita no estrangeiro. Visto que os turistas Italianos são muito importantes para o turismo em Portugal e necessitando novos produtos para atrair esta nacionalidade para Portugal, desenvolvemos um itinerário italiano em Portugal desenhado especificamente para Italianos. O objectivo deste artigo é demonstrar que é possível a realização de um itinerário italiano em Portugal e examinar de que modo o legado italiano em Portugal actua como atracção turística para os turistas italianos.

PALAVRAS-CHAVE: Património Italiano, Atracção Turística, Itinerário.

ENTRE A SUPERFÍCIE E O SUBTERRÂNEO: PROPOSTA DE PERCURSOS GEOTURÍSTICOS URBANOS EM LISBOA

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Lisboa tem já um perfil patrimonial definido: é reconhecida internacionalmente pela sua história, pela sua cultura e pela sua gastronomia. Neste artigo propõe-se um novo modo de olhar para a cidade que nos demonstra como o Geoturismo pode trazer inovação e originalidade de proposta a um local, que precisa de ser renovado, para poder atrair um novo paradigma de turista. Essa renovação talvez possa ser encontrada em algo que já existe e que possui grande importância tanto para os visitantes como para os habitantes da cidade de Lisboa no que diz respeito à sua

mobilidade: a linha do metropolitano. O valor intrínseco das estações reside na harmonia do todo criado pela simbiose entre a arte (azulejaria e esculturas) e o uso da pedra natural. Assim, propõe-se a criação de percursos geoturísticos, realçando a utilização da pedra natural em diversas aplicações e, deste modo, contribuir para musealizar um espaço já existente e que possui uma função muito específica, demonstrando assim, que tudo o que nos rodeia pode e deve ser uma fonte de conhecimento, pois só quando abrimos os olhos ao que nos envolve no quotidiano, compreendemos o mundo, e ficamos conscientes do nosso papel no “todo natural”.

PALAVRAS-CHAVE: Lisboa, Metropolitano, Geoturismo Urbano, Pedra Natural, Arte.

MODO DE ENTRADA, FLEXIBILIDAD ESTRATÉGICA Y OPCIONES REALES EN LOS PROCESOS DE INTERNACIONALIZACIÓN DE LAS CADENAS HOTELERAS

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Este trabajo presenta un modelo explicativo de la elección del modo de entrada a un mercado internacional y de la repercusión de dicha elección sobre el resultado de la estrategia internacional de las cadenas hoteleras, bajo el enfoque dinámico de la teoría de opciones reales.

PALABRAS CLAVE: Cadenas Hoteleras, Flexibilidad Estratégica, Internacionalización, Modo De Entrada, Opciones Reales.

TURISMO Y DESARROLLO SOCIOECONÓMICO EN CABO VERDE

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El turismo se presenta como uno motor clave para el desarrollo de determinadas zonas geográficas en base a sus recursos naturales. Así en África la puesta en valor de diferentes recursos está articulando la creación de una oferta turística sostenible que sirva para dar respuesta a la demanda de unos viajeros cada vez más exigentes y que buscan nuevas experiencias. En esta comunicación presentamos un estudio realizado en la isla de Fogo (Cabo Verde) sobre la importancia del turismo, como alternativa a los tradicionales destinos turísticos masificados, y que permite un mayor contacto con la comunidad local y el conseguir nuevas experiencias para los viajeros. Para ello presentamos los resultados de un trabajo de campo realizado en esta isla donde se analiza y discute la valoración y la percepción que tienen los viajeros que visitan esta isla sobre diferentes aspectos relacionados con la cultura y el medio ambiente. Los principales resultados de este estudio resaltan la calidad de los servicios ofertados por las empresas, la importancia de los recursos naturales en la zona y la hospitalidad de la comunidad local, elementos clave para el desarrollo de esta clase de turismo.

PALABRAS CLAVE: Recursos Turísticos, Cabo Verde, Naturaleza, Desarrollo Socioeconómico, Isla de Fogo.

TURISMO COMUNITARIO EN ISLAS: EL CASO DE BOAVISTA (CABO VERDE)

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Los destinos insulares, por su entorno medio ambiental, su relativo aislamiento y la cultura tradicional de sus habitantes, pueden considerarse lugares idóneos para dar respuesta a los flujos turísticos que huyen del turismo de masas. Por ello, el desarrollo de un turismo comunitario para estos destinos, basado en una planificación turística

sustentada en los acuerdos con la comunidad de la zona, de forma que los habitantes no solo sean partícipes en la toma de decisiones sino también, beneficiarios de los efectos positivos derivados del turismo, cobra especial relevancia hoy día. El objetivo de este trabajo es presentar un análisis de la situación del turismo, desde el punto de vista de la demanda, en una determinada área geográfica, la isla de Boavista en Cabo Verde (África), que se encuentra en una fase de despegue y desarrollo y, donde la principal afluencia de turistas se dirige a grandes resorts con paquetes de todo incluido. Los resultados muestran que Boavista tiene un enorme potencial para desarrollar un turismo de sol y playa comunitario y sostenible.

PALABRAS CLAVE: Turismo Comunitario, Turismo Sostenible, Islas, Boavista, Cabo Verde.

UMA NOVA ABORDAGEM PARA A VALORIZAÇÃO TURÍSTICA DO PATRIMÓNIO: O PAIDEIA APPROACH

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O presente artigo defende a ideia de que o património arqueológico e o conhecimento produzido através do seu estudo possam ser uma componente fundamental no processo de desenvolvimento sociocultural e económico das comunidades, representando também o ponto de partida para relações interculturais/inter-religiosas pacíficas. Este conceito, que denominamos de *PAIDEIA APPROACH*, isto é, de abordagem *PAIDEIA* à gestão do património enquanto veículo de desenvolvimento social e económico, é de facto inspirado no ideal aristotélico de *παιδεία*, segundo o qual o homem se torna livre e preparado para o encontro com “o outro” apenas através do conhecimento de si próprio. Isto é, do seu património cultural, do qual a arqueologia é parte fundamental. Acreditamos firmemente que esta ideia possa e deva ser aplicada concretamente na gestão do património cultural enquanto novo fundamento do desenvolvimento. Esta proposta insere-se no debate actual acerca da necessidade de novos paradigmas de desenvolvimento: os presentes desequilíbrios socioeconómicos globais demonstraram que os paradigmas até agora adoptados foram inadequados sob todos os pontos de vistas (económico, ambiental e sociocultural). O objectivo específico deste artigo é apresentar o trabalho iniciado no ano 2006, que originou a elaboração do *Paideia Approach* e, nesta perspectiva, focar a revisitada aliança entre arqueologia e turismo.

PALAVRAS-CHAVE: Arqueologia, Turismo, Património, *Paideia Approach*, Desenvolvimento Sustentável.

SEGMENTATION OF THE TOURISM MARKET USING THE IMPACT OF TOURISM ON QUALITY OF LIFE

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Quality of life (QOL) became a central issue of concern in the persons' lives and the research on this topic has largely increased in the last decades. However, some studies on QOL only adopted objective indicators and QOL's research is still highly scarce in some fields of study such as tourism. Additionally, in tourism, the majority of the studies on QOL focus on assessing the QOL of residents of destinations and neglect segmentation based on QOL as a tool for market segmentation. The aim of this study is to overcome some previously referred limitations and, specifically: (i) to measure visitors' perceptions of tourism impact on their QOL by adopting subjective indicators; and (ii) to segment visitors based on perceptions of tourism impact on their QOL. Study results reveal that tourism is likely to have a more positive impact on the psychological and social domains of QOL and that QOL is a good basis for segmenting the tourism market. Visitors perceiving more positive tourism impacts in their QOL differ from other on several features such as motivations to travel, travel group, interaction with local residents and satisfaction with the travel.

KEYWORDS: Quality of Life (QOL), Tourism, Impact, Segmentation, WHOQOL.

THE "UNIFORM SYSTEM OF ACCOUNTS FOR THE LODGING INDUSTRIES". CASE STUDY: HOTEL BAÍA

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This work attempts to explain the uniform system of accounts for the lodging industry (USALI) as a tool used in management control. It aims to describe the

model as well as the rendered information to support the decision making procedure. It also intends to assess whether USALI is being used in Portugal at corporate level, in which way, which are the similarities/differences once compared with the theoretical model, and which is the precise management information that corporate takes into consideration in its decision making procedures. To this end, the research method used was the case study done at hotel Baía. After the description of the model and the case study analysis, one comes to the conclusion that hotel Baía uses USALI as a source of information in its decision making procedures, but with some adaptations though, namely by using allocation bases and by adapting income statements to meet its needs, digressing this way from the theoretical model. As far as similarities are concerned, one to be found is the ratio analysis and the comparison between the yearly information and its variations, in value and percentage.

KEYWORDS: USALI, Case Study, Management Control, Lodging Industry.

A IMPORTÂNCIA DO MARKETING RELACIONAL PARA A SUSTENTABILIDADE DOS EMPREENDIMENTOS DE ALOJAMENTO NO TURISMO NATUREZA

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A indústria do turismo em Portugal, pela concorrência de multi-destinos mais jovens a par da democratização resultante dos voos *low-cost* vê-se obrigada a reposicionar-se. Os mercados na sua maioria muito sensíveis ao preço passaram a ter multi-ofertas. Os voos *low-cost* reduziram as distâncias e os custos das viagens, colocando no mercado um conjunto de destinos que até há pouco tempo não existiam ou estavam fora de rota. Destinos sol e mar vêm-se assim forçados a repensar os seus produtos apostando noutras actividades que nalguns casos pouco ou nada têm a ver com a tradicional praia. Torna-se assim imperativo privilegiar a diferenciação promovendo-se produtos autênticos com forte identidade local, direccionados para mercados onde o preço não é a única variável na decisão de compra. Actualmente o turismo natureza tem assumido importante papel enquanto solução para os territórios desertificados. Torna-se crítico compreender as motivações e expectativas dos turistas que se interessam pelo turismo de natureza para que com sucesso se possa replicar o modelo noutras regiões. Apresentaremos um conjunto de conclusões e recomendações que pensamos serem determinantes para o sucesso dos estabelecimentos de alojamento rumo à sustentabilidade.

PALAVRAS-CHAVE: Turismo Natureza, Marketing Relacional, Sustentabilidade No Turismo, Alojamento Turismo Natureza, Ordenamento do Território.

TOURISM INNOVATION – A LITERATURE REVIEW COMPLEMENTED BY A CASE STUDY RESEARCH

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Innovation is nowadays an essential factor to economic competitiveness of firms. The study of innovation in services is in infancy, the first studies appeared only in the late nineties and it seems difficult to find a robust theoretical framework for the study of innovation in this sector. It becomes even harder to find them when applied to hospitality and tourism firms. Tourism is currently one of the most promising industries in the world and there is urgent need to better understand the innovation in this sector. This study intends to answer a general question: How to explain innovation in tourism sector? In order to answer the question the paper has two aims: 1) Discuss what is innovation in services. Considering the study of innovation in hospitality and tourism firms with the presentation of a literature review; 2) Develop a case study research applied to an international hospitality group. The results allow the corroboration of all the hypotheses confirmation that the implementation of a Hotel Integrated Management System is an important innovation; contributes mainly to organizational innovation; the firms use politics of sustainability as a strategy to differentiation and innovation from competition. Finally, we present a set of conclusions that enable a better understanding of innovation in tourism, and want to increase the theoretical discussion and add knowledge on the subject.

KEYWORDS: Innovation, Services, Tourism, Case Study.

O CONTRIBUTO DOS EVENTOS CULTURAIS E CRIATIVOS PARA A CRIAÇÃO DE UMA IMAGEM DIFERENCIADORA DO DESTINO TURÍSTICO MADURO. O CASO DO FESTIVAL MED DE LOULÉ, ALGARVE

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O problema de pesquisa pretendeu saber se os pressupostos do turismo criativo, presentes em eventos de cariz cultural, poderiam por sua vez influenciar a imagem de um destino turístico maduro. Incidindo na oferta, a investigação pretendeu analisar não os impactes tradicionais dos eventos, mas sim a adopção de novas medidas culturais e criativas em contexto de regeneração urbana. A metodologia utilizada incidiu na revisão bibliográfica sobre as variáveis de estudo (turismo cultural e criativo, processo de formação da imagem do destino e eventos), análise de conteúdo, técnica de amostragem “*snowball*” e entrevistas. O estudo de caso incidiu na cidade de Loulé, Algarve, onde o Festival MED foi analisado em relação a estas problemáticas. Não só foi identificada a vontade em criar um bairro cultural na cidade louletana como o facto de o festival ser visto como a alavanca principal de regeneração urbana do centro histórico local. No entanto, foi possível constatar através das entrevistas, que apesar da aposta em novas políticas culturais e criativas, o evento Festival MED não pode por si só influenciar a criação de uma imagem diferenciadora para o destino turístico maduro Algarve, concorrendo antes para uma diferenciação da oferta turística do concelho de Loulé.

PALAVRAS-CHAVE: Turismo Cultural, Turismo Criativo, Imagem do destino turístico, Eventos e Algarve.

ESPAÇOS NATURAIS PROTEGIDOS E TURISMO SUSTENTÁVEL: OS PARQUES NATURAIS DE MONTESINHO E DOURO INTERNACIONAL

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Este trabalho tem origem num estudo mais amplo desenvolvido no âmbito de uma investigação que pretende contribuir para o desenvolvimento do turismo sustentável e educação ambiental nos Parques Naturais de Montesinho (PNM) e Douro Internacional (PNDI), localizados nos Distritos de Bragança e da Guarda. Entende-se que os espaços naturais protegidos permitem uma utilização turística mais sustentável e desempenham um importante papel na qualidade de vida das populações. Neste contexto, discute-se a problemática do turismo sustentável em espaços naturais protegidos e analisam-se alguns documentos internacionais sobre a temática. Procede-se à análise de indicadores dos visitantes dos Parques Naturais de Montesinho e Douro Internacional. Por fim, apresentam-se algumas considerações finais sobre as matérias versadas neste trabalho. Consideram-se estes aspectos de grande importância, pois desta forma poder-se-á contribuir para a implementação de modelos de desenvolvimento de turismo sustentável e educação ambiental e para o desenvolvimento das populações locais dos Parques Naturais de Montesinho e Douro Internacional.

PALAVRAS-CHAVE: Espaços Naturais Protegidos, Turismo sustentável.

PAISAGEM: A DIMENSÃO ESPACIAL NA EDUCAÇÃO PATRIMONIAL

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O presente artigo, de caráter exploratório, tem o objetivo de apresentar uma construção teórica que associe o conceito de espaço na valorização da identidade e memória das sociedades, por intermédio da educação patrimonial. Considera-se o espaço como produto de uma sociedade, que o transforma constantemente. Desta

relação resultam marcas que se sobrepõem, definindo uma nova paisagem. Analisa-se a paisagem e seus elementos espaciais, justificando-os como testemunhas do passado vivido desta sociedade. Neste ensaio, define-se um corpo teórico configurando suas transformações ao longo do tempo, permitindo, através da leitura deste contexto, a compreensão desta evolução. Nela aborda-se a educação patrimonial ao considerar o contexto paisagístico / espacial de seu objeto de estudo, ou seja, o patrimônio cultural. Objetiva-se com este estudo contribuir para uma compreensão mais holística e profunda da sociedade, bem como a valorização de seus legados, como atrativo turístico.

PALAVRAS-CHAVE: Turismo Cultural, Patrimônio Cultural, Educação Patrimonial, Paisagem.

DEFINIÇÃO DOS VALORES DE UMA LOCALIDADE TURÍSTICA CULTURAL - ESTUDO DAS MISSÕES JESUÍTICO-GUARANI ORIENTAIS DA AMÉRICA

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As missões jesuítico-guarani orientais da América se caracterizam, há anos, como destino turístico nacional e internacional. Neste trabalho, pesquisam-se as missões de São Miguel, São João, Santo Ângelo e São Lourenço, situadas no atual território brasileiro. Dessas, destaca-se São Miguel, legado de valor arqueológico e arquitetônico, reconhecido pela UNESCO como Patrimônio da Humanidade. Adota-se, como objeto de estudo, a formulação do atrativo das missões de São Miguel como oferta primária para o desenvolvimento de turismo cultural na região. Nesta pesquisa, de natureza qualitativa. Levanta-se sua formação social, histórica e arquitetônica, destacando os elementos patrimoniais e as diversas possibilidades de referência do tema de interpretação patrimonial. Objetiva-se, nesse sentido, oferecer contribuições para a melhoria da utilização do patrimônio e da experiência de visitação no local de estudo, através de ações de interpretação patrimonial.

PALAVRAS-CHAVE: Patrimônio Jesuítico, Turismo Cultural, Planejamento Turístico, Missões Jesuítico-Guarani.

PONDERAÇÕES SOBRE O TURISMO SOCIAL A PARTIR DA HISTÓRIA INSTITUCIONAL DO SERVIÇO SOCIAL DO COMÉRCIO (SESC) E DA PRODUÇÃO ACADÊMICA BRASILEIRA

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Apresentamos uma investigação embrionária - no Doutorado em História, Política e Bens Culturais do Cpdoc/FGV - acerca da origem, constituição e implementação da ideia de turismo social no Sesc, examinando as circunstâncias em que o lazer e o turismo tornam-se relevantes nas suas políticas e ações, contextualizadas pela história político-social do Brasil. Neste panorama, procuramos entender as metamorfoses e readaptações que nortearam as ações da instituição, e como as modificações no conceito de turismo social vêm dialogando com as diretrizes, posturas e intenções do Sesc nas últimas décadas. Além disso, mapeamos e analisamos a produção acadêmica brasileira, que de forma central ou tangencial, abordou a temática supracitada. Até o momento, foram realizadas duas entrevistas com profissionais responsáveis pelos setores de pesquisa e documentação das administrações regionais do Sesc do Rio de Janeiro e de São Paulo – as duas regionais mais atuantes e “atentas” às ideias e mudanças envolvendo o turismo social no mundo e representativas na história da Instituição e na história do turismo social no país. A motivação central para o desenvolvimento dessa investigação é a consideração da importância de discutir o turismo social, especialmente em uma sociedade tão eivada de desigualdades sociais, como é o caso da brasileira.

PALAVRAS-CHAVE: Turismo Social, Sesc, História, Lazer.

SLOW TOURISM O TURISMO DE LA LENTITUD: UN NUEVO ENFOQUE AL DESARROLLO DE TERRITORIOS LENTOS

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El presente estudio es de tipo descriptivo y tiene el objetivo de aproximar el concepto de turismo lento a partir de la definición y explicación de los posibles elementos en los que se fundamenta el mismo y las relaciones existentes entre ellos. El método

utilizado para la realización del presente trabajo coincide con la revisión de una parte de la literatura nacional e internacional sobre temas de decrecimiento, sostenibilidad turística, estado estacionario en turismo, calidad y territorios lentos. Los resultados y las conclusiones del estudio han llevado a una primera sistematización de los conceptos clave y su posible coordinación. Este trabajo es un primer paso hacia estudios más profundos y consistentes.

PALABRAS CLAVE: Turismo Lento, Decrecimiento, Sostenibilidad, Calidad, Estado Estacionario.

LOS STAKEHOLDERS DEL TURISMO

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El presente trabajo trata de definir e identificar los diferentes actores o agentes (stakeholders) que intervienen en la actividad turística, realizando una aproximación a la definición y al análisis descriptivo de los mismos. El estudio contiene un acercamiento a la definición de stakeholders del turismo, señalando las prioridades que éstos determinan y teniendo en cuenta que cuanto mejor identificados estén, estos stakeholders y sus intereses, más eficaz será la actividad empresarial en la que actúan. Esto nos ayudará a concretar y visualizar los actores implicados en la actividad turística para profundizar, con ello, en el conocimiento sobre la creación, desarrollo e implantación de Sistemas de Inteligencia de Marketing (SIM) en un territorio turístico, entendido este SIM como una serie de procesos sistematizados y continuos de recogida de información, con elevado valor estratégico, mediante redes sociales de profesionales, clientes y demás agentes turísticos, que además de generar información inteligente de mercado van a ser también, en algunos casos, los utilitarios de la misma, a la hora de tomar decisiones y desarrollar estrategias empresariales.

PALABRAS CLAVE: Sistema, Información, Marketing, Stakeholders, Turismo.

SUSTAINABLE TOURISM - A BENCHMARKING STUDY APPLIED TO HOSPITALITY FIRMS

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In an era of economic growth, achieve the goal of sustainable development is a real challenge. Meet the needs of present generations without compromising the ability to respond to the needs of future generations may seem more a dream than a reality. New choices and innovative new ways of thinking and doing are needed to encourage sustainable development. This study pretends to disclose and understand the importance of sustainability in Portugal through a benchmarking study applied to Tivoli, Vila Galé and Pestana groups. This overall objective is composed by the following specific sub-objectives: 1) Present the guidelines and conceptual approaches on issues of sustainability in tourism; 2) Find out different approaches of sustainable practices in hospitality through case studies; 3) Analyze possible gains resulting from the implementation of sustainable practices. This empirical research applies the case study methodology. It was directly applied a questionnaire to key respondents (hotel managers -General Managers, Operational Managers and Quality Managers). The analysis of the empirical results allowed the corroboration of the hypotheses tested, confirming the existence of several dimensions of sustainable practices in the major Portuguese hotel groups, as well as the less importance sustainable practices that require higher investment costs, and the priority of sustainable practices that allow cost reductions. The discussion of the theoretical approach and empirical results also disclosed important aspects that underline the relevance of the sustainable practices.

KEYWORDS: Benchmarking, Sustainability, Hospitality, Tourism.

TRIBUTACIÓN DE LAS AGENCIAS DE VIAJES: FISCALIDAD DIRECTA E INDIRECTA. SITUACIÓN ACTUAL Y PROPUESTAS DE FUTURO

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La autora estudia la tributación de las agencias de viajes tanto en el Impuesto sobre Sociedades como en el Régimen Especial de las Agencias de Viajes en el IVA. Respecto al primero, se analizan las últimas medidas tomadas por el legislador español con el fin de determinar si las mismas podrían ser útiles en otros países miembros. En concreto, un moderado recorte de tipos para determinadas empresas o permitir la libre amortización con determinados requisitos podría ser recomendable para ayudar a las empresas en dificultades a superar la crisis que estamos sufriendo. Por lo que se refiere al Régimen Especial en el IVA, se estudian tanto la Directiva 2006/112/CE como la jurisprudencia del Tribunal de Justicia de las Comunidades Europeas relativa al ámbito de aplicación del mismo. Hoy en día, está establecido que el régimen se aplica a todo tipo de entidades que organicen en nombre propio viajes, incluyendo transporte y/o alojamiento, usando bienes y servicios proporcionados por otros sujetos pasivos. Finalmente, la autora comenta la Propuesta de la Comisión de modificar la Directiva del IVA en este punto y llega a la conclusión de que sería deseable la adopción de la misma, con ciertos matices, pues resuelve muchos de los problemas de la actual regulación.

PALABRAS CLAVE: Agencias de Viajes, Impuesto sobre Sociedades, Régimen Especial de Agencias de Viajes, Crisis Económica, Jurisprudencia del Tribunal de Justicia de las Comunidades Europeas.

AS FEIRAS: LOCAIS POR EXCELÊNCIA DE MOSTRA DE FAZERES E SABERES TRADICIONAIS DAS COMUNIDADES RURAIS E DE ATRAÇÃO TURÍSTICA

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Com o artigo pretendemos dar conta de uma pesquisa sobre a feira do fumeiro que, anualmente, Montalegre realiza. Movia-nos o objetivo geral de verificar possíveis pontos de referência entre o desenvolvimento deste tipo de eventos gastronómicos e a atração de turistas à região. Os dados recolhidos, através de dois questionários, permitiram saber que a maioria dos visitantes é de fora, que muitos vêm passear alguns dias, que os produtos são genuínos, que a organização da feira é boa, que os produtores vendem muito — o que os ajuda a sobreviver — que as regras de higiene e certificação são apertadas, mas necessárias para manter a qualidade do produto e que há já alguns jovens a integrar-se no sistema, como forma de lhe dar continuidade. As conclusões retiradas vêm confirmar de certa forma as nossas hipóteses, de que os

produtos derivados do porco podem ser fator de atração de pessoas à região, desde que salvaguardadas as formas tradicionais de alimentação do animal e de feitura do fumeiro e que o fumeiro em Montalegre pode influir no desenvolvimento local, mas é urgente que os mais novos se empenhem nessa feitura, ganhem sentido empresarial e se esforcem por levar mais longe a sua fama.

PALAVRAS-CHAVE: Turismo, Desenvolvimento, Tradição, Feira, Fumeiro.

A INFLUÊNCIA DOS PLANOS TERRITORIAIS NO DESENVOLVIMENTO TURÍSTICO: O CASO DO PLANO DIRETOR DE JOINVILLE

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Este estudo tem como objectivo avaliar a influência dos planos territoriais das cidades no processo de desenvolvimento da actividade turística das localidades, utilizando como estudo de caso o Plano Diretor de Desenvolvimento Sustentável do Município de Joinville (Brasil). O procedimento metodológico adotado se baseia numa pesquisa social, ao qual se trata da análise documental que possibilita o estudo científico, partindo de uma minuciosa percepção destes documentos. Para tanto, adota-se o “Plano Diretor de Desenvolvimento Sustentável do Município de Joinville” como documento-base de dados deste trabalho. Como resultado, observa-se que o turismo não se apresenta de forma evidente como uma actividade estratégica para o desenvolvimento sustentável para a cidade de Joinville, visto que a maior parte do Plano se direcciona muito mais ao reordenamento territorial da cidade. Conclui-se da necessidade da adoção de um modelo de avaliação de planos-processo, com o objectivo de diagnosticar o grau de efectividade do processo de planeamento territorial, suas inflexões e rupturas quanto ao processo de desenvolvimento turístico da cidade de Joinville.

PALAVRA-CHAVE: Planeamento, Turismo, Plano Director, Cidades.

BRASIL E A COPA MUNDO FIFA 2014: UM OLHAR ALÉM DOS HOLOFOTES

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No presente artigo procura-se esboçar algumas reflexões críticas quanto à realização da Copa do Mundo de 2014 no Brasil. Através da análise dos quadros de investimentos e as intervenções urbanísticas previstos pelo Comitê Gestor da Copa do Mundo FIFA 2014, propõe-se avaliar, de forma preliminar, os impactos turísticos do megaevento no Brasil. Pretende-se, da mesma forma, confrontar esses dados com a Proposta Estratégica de Organização Turística da Copa do Mundo de 2014, elaborada pelo Ministério do Turismo. Os resultados da análise levam a uma reflexão quanto à contribuição da Copa ao desenvolvimento turístico brasileiro, bem como as possíveis conseqüências ao país no período pós-Copa.

PALAVRAS-CHAVE: Turismo, Eventos Esportivos, Políticas Públicas, Impactos, Investimentos.

O DESENVOLVIMENTO DE TURISMO ACESSÍVEL NA LOUSÃ: PERSPECTIVAS DOS AGENTES LOCAIS DO SECTOR DO TURISMO

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O desenvolvimento de destinos turísticos mais acessíveis a todos os cidadãos, sendo um fenómeno recente, assume-se cada vez mais como uma preocupação estratégica para assegurar a sua competitividade. Neste artigo discutir-se-ão os diferentes argumentos para o desenvolvimento do Turismo Acessível, recorrendo a uma revisão da literatura sobre o tema, para a seguir se apresentar os resultados de um estudo sobre a percepção dos agentes do turismo da Lousã face ao desenvolvimento do projecto Lousã Destino de Turismo Acessível (LDTA). Os resultados que aqui se partilham integram-se num estudo mais vasto, realizado em parceria com a Associação para a Recuperação dos Cidadãos Inadaptados da Lousã (ARCIL), para a

Câmara Municipal da Lousã, no âmbito do seu Plano Municipal das Acessibilidades. Os dados apresentados foram recolhidos através do questionamento por entrevista e analisados com base numa metodologia qualitativa. Podemos concluir que o desenvolvimento do projecto LDTA conta com o empenho dos agentes turísticos do concelho, o que não impede que os mesmos apresentem alguns obstáculos à sua implementação, associados sobretudo a constrangimentos financeiros.

KEYWORDS: Turismo Acessível, Destinos Acessíveis, Lousã.

A INTEGRAÇÃO DE TRABALHADORES COM DEFICIÊNCIA E/OU INCAPACIDADE NO SECTOR DO TURISMO: OPORTUNIDADES E DESAFIOS

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Neste artigo são analisados os factores que afectam a empregabilidade das pessoas com deficiência e/ou incapacidade e, mais concretamente, são discutidas as questões subjacentes à integração destes profissionais no sector do turismo. Após uma reflexão teórica sobre o tema, apresentamos um conjunto de dados empíricos recolhidos num estudo sobre a empregabilidade no concelho da Lousã. Estes dados foram recolhidos através do questionamento por entrevista e analisados qualitativa e quantitativamente. Pelo trabalho desenvolvido podemos concluir que os empregadores da área do turismo do concelho da Lousã mostram uma grande abertura à contratação de trabalhadores com deficiência e/ou incapacidade, podendo até apresentar experiências nesse sentido. Esta contratação é limitada sobretudo pela reduzida dimensão e pela debilidade económica destas empresas.

KEYWORDS: Trabalhador com Deficiência e/ou Incapacidade, Lousã, Empregabilidade, Turismo.

LONG-RUN FORECASTING OF SPA AND WELLNESS SUBSECTOR OF THE BULGARIAN TOURISM INDUSTRY

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In the past twelve years Bulgaria succeeded to capitalize the good results achieved in certain subsectors of its tourism industry, such as the spa and well industry. The fluctuations on the international tourism markets due to the world economic crisis, however, still provoke hesitations for the investors in the Bulgarian tourism industry. This uncertainty and the fear of possible negative outcomes in Bulgaria’s spa and wellness tourism could be diminished if there are comparatively true long-run forecasts for what is to happen in the coming 10 or 12 year. The present paper regards the application of some forecasting methods in the spa and wellness sub-sector of the Bulgarian tourism industry such as the linear trend forecasting and the double exponential forecasting (the Holt’s method). Specially designed model for estimation of the weight coefficient needed for determining the size of the sector of the spa and wellness tourism in the time series of the available data and in the forecast values is being presented. A time series and past period predictions have been constructed based on statistical records since 1964 in order to test the forecasting methods presented in the paper and to produce forecasts up to the year 2022.

KEYWORDS: Forecasting, Exponential Smoothing, Spa and Wellness Industry.

IS THE ROAR OF A LION ALL A VISITORS TO THE KRUGER NATIONAL PARK EXPECT?

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Nature-based tourism has shown significant growth over the past few years and the public are encouraging the development and expansion of nature-based tourism with activities that are directly dependant on the natural environment and biodiversity values, including wildlife, forests and pristine marine settings (Bushell & Eagles,

2007:332). Due to their appeal, there is especially a growth in the number of tourists visiting national parks worldwide (Said, Jaddil & Ayob, 2009:74; Balmford, Beresford, Green, Naidoo, Walpole & Manica, 2009:1). Walker and Walker (2011:522) and Cooch, Yale and Marqua (2010:403) define a national park as a large natural place that has a wide variety of attributes, sometimes including significant historic assets. Hamin (2001:123), Tomczyk (2010:1) and Page and Connell (2009:645) add that national parks are prestige tourism destinations (since it is subjected to recreation activities) that are designed to conserve the natural areas. Based on these descriptions, national parks are thus closely associated with nature-based tourism as well as ecotourism (Weaver, 2001:73).

SANParks are currently managing 22 of South Africa's national parks which are situated across the country (SANParks, 2009:2). National parks in South Africa have three fundamental spheres: (1) integration of conservation; (2) benefit of local community; and (3) sustainable development (Saayman & Saayman, 2006:67). The Kruger National Park (KNP) is one of the country's most renowned national parks and an icon in the South African ecotourism development experience (Dieke, 2001:99). The KNP is one of the biggest parks in the world covering a staggering 1 962 362 ha of land (Honey, 1999:339). The park attracts over a million tourists per annum and is one of the top five international destinations in South Africa (Van der Merwe & Saayman, 2008:154; Bushell & Eagles, 2007:33; Aylward & Lutz, 2003:97). However, there is a lot of competition in South Africa and together with the 22 National Parks managed by SANParks, there are also local and provincial parks and more than 7000 game farms as well as neighbouring countries such as Namibia, Zimbabwe and Botswana competing for ecotourists (Van der Merwe & Saayman, 2004:42). Added to this problem is the changing times that force tourists to adopt different approaches to holiday and tourists tend to move to a more sophisticated, specialised and personalised service delivery, thus leading to niche markets (Franch, Martini, Buffa & Parisi, 2008:6). This implies the need for higher quality products and services at the KNP that need to be delivered to the tourist and fulfil the expectations of the tourists (Khan, 2003:109; Cook *et al.*, 2010:67). This can be achieved by determining the critical success factors (CSF's) in managing the visitor experience at the KNP since knowledge of these factors can lead to a satisfied visitor experience (Mendoza, Marius, Perez & Griman, 2007:916). CSF's are the factors that help improve managers' skills, vision for the future and their working conditions (Simón, Marques & Narangajavana, 2008:359).

According to Brotherton and Shaw (1996:114) any factor which is critical is likely to be of the greatest importance and thus have a very high priority to a company. Brotherton and Shaw (1996:114) continue by stating that essentially, CSF's are the must achieve factors both within a company and its external operating environment. Slabbert and Saayman (2003:8) define CSF's as the particular strategy

elements, resources, competitive capabilities, product attributes, competencies, and business outcomes that spell the difference between profit and loss. Determining the CSF's from a visitors perspective is vital to improve the overall management and quality service at the park and essentially for a satisfactory visitor experience.

Tourists satisfaction is determined by the expectations, experience and perceptions of the tourists (Boshoff, Landmann, Kerley & Bradfield, 2007:195). Wight (2001:53) and Mendoza *et al.* (2007:916) add that tourists satisfaction and service delivery are strongly related to meeting the expectations of tourists. Satisfaction is determined by measuring the expected perception of quality and the actual quality experience by the tourists (Cook *et al.*, 2010:67). When the expectations of the tourists are fulfilled by quality service delivery the tourists will become loyal towards the product and make regular purchases. These tourists may also be known as apostles who's experience exceeds their expectations and provides positive word-of-mouth to others about the product; thus leading to more tourists visiting the park and a greater economic impact (Shiffman & Knauk, 2007:9). Park management therefore needs to monitor and respond to the expectations of tourists and identify any areas where these expectations were not met (Saayman, 2009:358).

KEYWORDS: Factor Analysis, Nature-Based Tourism, Park Management, National Parks, Sustainability, South Africa.

SUSTENTABILIDADE EM DESTINOS TURÍSTICOS INSULARES – O PROJECTO AZORES GREEN ISLANDS TOURISM

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A presente investigação se enquadra no Projecto *Azores Green Islands Tourism*, que é uma parceria da Universidade dos Açores com a ARENA, com apoio da FCT e do MIT. O objectivo é identificar e avaliar como os operadores turísticos dos Açores, vêm o ecoturismo e a adopção de práticas sustentáveis como forma de agregar valor ao destino. O projecto está sendo realizado nas nove ilhas do Arquipélago e possui a duração de um ano. A selecção da população investigada foi realizada através do registo oficial das empresas cadastradas na Direcção Regional de Turismo e o

levantamento dos dados através da implementação de inquérito. Como principais resultados e contributos espera-se: elaborar um banco de dados das empresas com informações sobre a adopção de boas práticas; identificar a percepção dos operadores sobre o ecoturismo; identificar e avaliar como os operadores vêem a adopção de práticas sustentáveis como forma de agregar valor ao destino; elaborar um diagnóstico da actividade; e contribuir para uma reflexão sobre a importância das práticas sustentáveis. Dessa forma, espera-se identificar quais estratégias são necessárias para estimular a adopção destas práticas, culminando na elaboração de um plano de acção direccionando um planeamento futuro a ser tomado para o turismo sustentável no Arquipélago.

PALAVRAS-CHAVE: Turismo, Ambiente, Sustentabilidade, Destino Verde, Certificação.

RECURSOS HUMANOS QUALIFICADOS NO TURISMO: FACTORES DE DIFERENCIAÇÃO NOS PÓLOS DE DESENVOLVIMENTO TURÍSTICO DO OESTE E DE LEIRIA-FÁTIMA

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O presente artigo analisa o impacto de elementos diferenciadores que caracterizam o diplomado em Turismo na sua vida profissional usando como caso de estudo os pólos de desenvolvimento turístico do oeste e de Leiria-Fátima. O reconhecimento da importância da qualificação dos recursos humanos no Turismo, em consonância com a atenção que os estudos em Turismo têm vindo a alcançar ao nível do ensino superior adquirem maior relevo se considerarmos o dinamismo e a metamorfose constantes dos mercados e a realidade socioeconómica que caracterizam os nossos dias. É neste contexto que se justifica a análise do enquadramento profissional dos diplomados em Turismo, para uma avaliação do peso de diferentes factores, de cariz mais académico, socioeconómico ou profissional, no decorrer do seu percurso no mercado de trabalho. Por meio de uma análise univariada, que permitiu a caracterização da amostra, e de uma abordagem de cariz inferencial, que possibilitou uma análise das relações entre as variáveis potencialmente diferenciadoras dos indivíduos, obtiveram-se resultados que permitem analisar os diplomados do ensino superior em Turismo sob diferentes perspectivas, como o in/sucesso escolar e a sua

integração no mercado de trabalho. Os resultados indicam que factores relacionados com o género e a idade, com a frequência de formação pós-graduada, com o cargo desempenhado e com a experiência de trabalho prévia à conclusão da licenciatura podem influenciar a situação profissional do indivíduo.

PALAVRAS-CHAVE: Ensino Superior, Emprego no Turismo, Qualificação de Recursos Humanos.

PRÁTICAS DE CUSTEIO E CONTROLO DE GESTÃO NO SECTOR HOTELEIRO DO ALGARVE

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Este estudo caracteriza as práticas de custeio e controlo de gestão nas unidades hoteleiras de quatro e cinco estrelas do Algarve e mede o grau de adopção do *Uniform System of Accounts for the Lodging Industry* (USALI, o plano de contabilidade desenvolvido em 1926 para o sector hoteleiro). O estudo justifica-se pela escassez de investigação sobre os sistemas de contabilidade e controlo de gestão no sector dos serviços, em particular nos hotéis. Os dados foram recolhidos através de um inquérito aos responsáveis do departamento financeiro de 66 unidades hoteleiras utilizando o meio de recolha presencial. Os resultados revelam uma elevada taxa de adopção do USALI e de técnicas de contabilidade de gestão tradicionais, como é o caso dos orçamentos, mas uma reduzida ou nula utilização do custeio baseado nas actividades (CBA), da análise de rentabilidade de clientes, do *Balanced Scorecard* (BSC) e de outras técnicas contemporâneas. Os resultados contrariam os reportados por alguns autores e mostram a importância da investigação estar assente em meios de recolha de dados que assegurem a sua fiabilidade.

PALAVRAS-CHAVE: Sistemas de Contabilidade e Controlo de Gestão, Práticas de Custeio e Controlo de Gestão, USALI, Sector Hoteleiro, Algarve.

NETWORKS AS AN INNOVATIVE APPROACH IN GEOPARKS AND GEOTOURISM

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Geoparks as an innovation for the protection of natural and geological heritage play an important role in the development of geotourism and knowledge exchange. The European Geopark Network (EGN) and the UNESCO Global Geoparks Network (GGN) have introduced geotourism as a target for geopark creation; and they introduced the network concept to geotourism activities.

Geoparks through network activities can encourage the small and medium-sized enterprises and local producers in geotourism. This paper aims at analysing network activity between geoparks and evaluating the connectivity rate of the Global Geoparks Network and the European Geoparks Network. To this end, nineteen geopark strategies were analysed (13 in Europe and 5 in Asia – China, Malaysia, Japan, and Iran- and 1 in Australia). It was concluded that UNESCO Global Geoparks Network and European Geoparks Network have concentrated their network activity on the area of meeting, conference, and exchange of knowledge. Moreover, authorities of geoparks attempt for development of tourism marketing in their territory.

KEYWORDS: Collaboration, Geopark, Geotourism, Innovation, Network Analysis.

TOURISM DEVELOPMENT IN THE REPUBLIC OF KARELIA: PROBLEMS AND PERSPECTIVES

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Nowadays the Republic of Karelia is one of the most popular tourism destinations in the Russian Federation. The Republic of Karelia possesses a great number of nature places of interest and architecture monuments which attract many people all around the world. However, it faces plenty of problems in developing the tourism industry and maintaining it, it has to compete with bordering destinations. Developing according to the precisely worked out strategic plan can help to prevent a lot of

problems in future and to maximize the profitability of tourism industry. At the same time it helps to prevent the damaging which can be caused by overcrowding and investigation of great number of tourists to almost virgin places. The strategic plan and scheme were elaborated in the Republic of Karelia and were considered to be successful. However the tourists' flows of last years tend to decline. This fact makes the authorities and tourism business think about its competitiveness and new ways of positioning and planning and managing the tourism industry.

KEYWORDS: Republic of Karelia, Strategic Plan, Tourism Potential, Tourists' Flows, Competitor Destinations.

THE ROLE OF LOCAL NETWORKING IN FACILITATING COMMUNITY TOURISM DEVELOPMENT

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Northern Portugal may be viewed as peripheral in Europe as it has many characteristics that Sofield (2003) associates with remote locations: rural depopulation, marginal economies, a high quality natural environment, and cultures in transition from traditional to modern. There is evidence to suggest that community development with a significant emphasis on tourism may be an important element in the survival and revival of the economy of this region as traditional subsistence agriculture continues to decline. However, a lack of community understanding of tourism and its impacts has been identified as barriers to effective tourism development in this remote rural region. This paper will take as a case study three mountain communities in the Peneda Gerês National Park. The aim of the paper is to determine resident perceptions of the contribution of local networks to the tourism development process.

KEYWORDS: Community, Tourism, Development, Local Networks.

FORECASTING TOURISM DEMAND WITH ARTIFICIAL NEURAL NETWORKS

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Tourism has been viewed as an important player for the economic redevelopment of certain rural regions because of the attraction of landscapes, mountain, and the interest in second-home or investment opportunities at lower prices (Jackson & Murphy, 2002). Even with tourism's potential for development at all levels, there have been very few studies regarding models for estimating the local impact of tourism (Jackson & Murphy, 2006). To enhance understanding of the nature of forecasting in tourism destination it is valuable to study systematically the possible estimative of influence that tourism destination has on an area. The main objective of this study is to presents a set of models for tourism destinations competitiveness, using the Artificial Neural Networks methodology. This study focuses in two Portuguese regions - North and Centre - as a tourism destinations offer a large range of tourist products, that goes beyond the beach, the mountains, the thermals not forgetting the rural tourism that has growing in the last years. These tourism destinations offer an interesting alternative to the 'mass tourism' and have becoming more competitive, since the last one is normally associated with negative environmental impacts.

KEYWORDS: Artificial Neural Networks, Nonlinear Time Series, Modelling, Tourism Forecasting.

IMAGEN DEL DESTINO Y MARCA TURÍSTICA: SINERGIAS E IMPLICACIONES

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En un sector turístico tan competitivo como el actual, muchos destinos están adoptando la creación de imagen de marca, en un esfuerzo por dar respuesta a las nuevas exigencias del mercado y diferenciarse de sus competidores. El objetivo de este trabajo es identificar la importancia de la marca en la imagen del destino turístico a través de la revisión de la literatura y del análisis de cuatro modelos integradores. La metodología seguida se ha basado en la revisión del marco conceptual de la marca turística, identificando los artículos y autores claves relacionados con este tema. De igual forma se ha realizado un estudio de las variables más relevantes y su relación con la imagen del destino turístico. Los resultados muestran la importancia creciente de la marca para la actividad turística, así como la necesidad de profundizar en el conocimiento de las percepciones de los turistas, y en particular con la creación de estímulos y asociación de ideas con la imagen percibida del destino.

PALABRAS CLAVE: Investigación en Turismo, Marketing Turístico, Imagen del Destino, Marca Turística.

A DIVULGAÇÃO DA INFORMAÇÃO SOCIALMENTE RESPONSÁVEL NOS ESTABELECIMENTOS HOTELEIROS PORTUGUESES

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As organizações têm vindo a manifestar uma maior consciência a nível económico, social e ambiental, procurando minimizar problemas com que a sociedade se debate de uma forma sistemática, numa lógica de sustentabilidade e de longo prazo. Para esse efeito, procuram desenvolver um conjunto de iniciativas que implica a adopção de comportamentos coerentes e transparentes com objectivos de criação de valor, não apenas para a organização mas também para com todos aqueles com os quais a mesma se relaciona. Nesta óptica, a divulgação da sua actuação socialmente responsável, assume um papel importante como instrumento de Marketing Relacional com os seus Stakeholders, uma vez que numa perspectiva de longo prazo potenciará vantagens competitivas às organizações que as fomentem. Neste documento, pretende-se efectuar uma análise sobre a divulgação da diversa informação sobre Responsabilidade Social no sector Turístico Português baseando-se a mesma num

estudo empírico realizado aos estabelecimentos hoteleiros classificados de três a cinco estrelas.

PALAVRAS-CHAVE: Responsabilidade Social, Stakeholders, Marketing Relacional, Vantagens Competitivas, Instrumentos de Informação.

“EM.CANTOS” – UMA EXPERIÊNCIA DE COOPERAÇÃO ORGANIZACIONAL NO PROCESSO DE GOVERNANÇA E DESENVOLVIMENTO DO TERRITÓRIO

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Na década de 1980 assistimos à emergência de novas abordagens de organização territorial alimentadas por variados contributos, de entre os quais se salienta em última análise, as experiências dos distritos industriais italianos, e onde sobressai o conceito de “sistemas territoriais de produção de sucesso competitivo” (Lopes, 2001:106). Este discurso de desenvolvimento e gestão do território baseado nas mais valias endógenas e na necessidade de identificar as suas vantagens competitivas foi ainda enriquecido com a introdução do conceito de “governança”, democrática, inclusiva e local, que se caracteriza pelo envolvimento de um grande número de actores – cidadãos e instituições - que representam diversos interesses e que deverão, por isso, trabalhar preferencialmente, em rede ou em parceria (UE, 2003). É neste contexto teórico que, em Julho de 2009, o Instituto Politécnico de Beja se assumiu como promotor principal de um evento cultural de matriz territorial – o “em.cantos” – reunindo como parceiros, os catorze municípios do distrito de Beja, o Governo Civil desta região e ainda dois órgãos regionais de comunicação social. O que se pretende apresentar neste resumo é a experiência efectiva desta cooperação organizacional, a partilha de responsabilidades na realização das diferentes edições, no período em que teve lugar o evento, ou seja, de Setembro de 2009 a Julho de 2010, e assim, uma modalidade inovadora de parceria contributiva para a boa governança e para o desenvolvimento sustentável do território.

HOTÉIS ATRACTIVOS A HÓSPEDES SENIORES: A EXPERIÊNCIA DA REGIÃO DO ALGARVE

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A comunicação apresenta os resultados de um estudo sobre as características que os hotéis devem ter para responderem às necessidades e expectativas dos hóspedes seniores. O estudo baseou-se em seis entrevistas a directores de hotéis de 4 e 5 estrelas localizados na região do Algarve. Os resultados obtidos indicam que os hóspedes seniores não apreciam ser tratados como um grupo distinto e procuram hotéis frequentados por clientes de várias idades. Contudo, os hóspedes seniores valorizam especialmente aspectos como: serem bem acolhidos e tratados com familiaridade; poderem recolher-se em lugares calmos e afastados da agitação; sentirem-se seguros no hotel e nos espaços públicos envolventes; disporem de apoio de saúde em caso de necessidade; poderem circular em percursos pedonais de nível e desobstruídos; disporem de actividades de animação no hotel; poderem integrar-se em actividades realizadas fora do hotel; e, manterem os seus horários enquanto estão alojados no hotel e quando se envolvem noutras actividades. Além disso, os hóspedes seniores são particularmente sensíveis às condições de conforto ambiental nos quartos, nomeadamente conforto acústico, térmico, vistas e exposição solar.

KEYWORDS: Hóspedes Seniores, Algarve, Hotéis, Turismo Sénior, Sazonalidade.

EL POTENCIAL DE LOS PARQUES NATURALES EN EL PROCESO DE RENOVACIÓN DE LOS DESTINOS TURÍSTICOS LITORALES MADUROS: EL CASO DE LA COMUNIDAD VALENCIANA EN ESPAÑA

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La renovación de los destinos litorales, afectados por la indiferenciación y el agotamiento de su oferta, es un tema de plena actualidad del que depende la viabilidad futura de una actividad de gran importancia socioeconómica, por lo que el

análisis de posibles estrategias dirigidas a mejorar dicha oferta resulta de gran relevancia. A tenor de este planteamiento, el presente estudio hace hincapié en el uso del patrimonio natural para la creación de productos turísticos en los destinos consolidados valencianos a partir de la revalorización de sus parques naturales. Para ello se han analizado otras experiencias donde los Espacios Naturales Protegidos (en adelante, ENP) se han incorporado en los procesos de renovación de algunos de los principales destinos maduros del litoral español. Por último, se ha valorado la potencialidad de los Parques Naturales litorales de la Comunidad Valenciana, contrastada con los responsables de su gestión. El trabajo ha servido, por una parte, para sopesar la predisposición de la Administración Pública ambiental respecto a un mejor uso de los parques naturales con fines turísticos y, por otra, para conocer la opinión de los gestores acerca de su actual grado de utilización. El texto concluye que los Parques Naturales de la Comunidad Valenciana poseen un notable patrimonio natural y cultural hasta ahora subestimado, y cuyo potencial se hace necesario considerar; y que si bien estos espacios presentan un aprovechamiento todavía limitado, sí existe un creciente desarrollo de actividades recreativas que complementan la tradicional oferta turística de los destinos litorales.

PALABRAS CLAVE: Destinos Turísticos Litorales Consolidados, Renovación, Parques Naturales, Comunidad Valenciana, Potencialidad Turístico-Recreativa.

O MARKETING TURÍSTICO E O REPOSICIONAMENTO DA IMAGEM DO BRASIL NO MUNDO: UMA ANÁLISE DO PLANO AQUARELA DA EMBRATUR

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Este artigo busca analisar o Plano Aquarela de Marketing Turístico do Instituto Brasileiro de Turismo (EMBRATUR) vinculado ao Ministério do Turismo do Brasil. Utilizou-se, como metodologia, a análise de práticas discursivas, na qual imagens, textos e falas são entendidos como componentes de uma ordem discursiva (Foucault, 2008) que tem efeito prático. As técnicas de coleta de dados foram: entrevistas em profundidade, análise documental do Plano de Marketing e de peças publicitárias. O problema de pesquisa consiste em perceber se o marketing turístico está ou não contribuindo para um reposicionamento da imagem do Brasil no mundo. Parte-se de reflexões sobre como a EMBRATUR foi uma das responsáveis pela consolidação de uma imagem de Brasil como lugar erótico e exótico (Gomes, 2009), bem como,

reflexões sobre como, atualmente, o Estado Brasileiro busca construir uma outra imagem (Reis, 2010). As conclusões apontam que o Brasil não quer mais mostrar-se exótico-erótico, pretende tornar-se uma potência emergente, um país moderno, mas com suas particularidades, com sua brasilidade. Esse é o discurso que prevalece no Plano Aquarela e na Marca Brasil que resultou do Plano. Foi possível perceber que o marketing turístico está colaborando no reposicionamento da imagem do Brasil no mundo.

PALAVRAS-CHAVE: Marketing Turístico, Imagem, Embratur, Brasil, Plano Aquarela.

COASTAL TOURISM AND POSSIBILITIES FOR CONSOLIDATING A REGIONAL SEA CLUSTER: INSIGHTS FROM ALGARVE'S INNOVATION ACTORS

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The coastal tradition in the Algarve, the most important Portuguese tourism destination, is well known. The region has based its economic activities in maritime and marine resources, since ancient times. Presently, besides coastal tourism, fisheries, aquaculture and even new cutting-edge activities linked with the economic valorisation of marine sciences have an important weight in the region. This article, based on the qualitative results of the Atlantic Area KIMERRA project regional analysis, identifies critical dimensions in the vision of relevant stakeholders for the creation of a regional Sea Cluster.

KEYWORDS: Cluster, Marine Sciences, Maritime Activities, Coastal Tourism, Algarve.

TURISMO, CULTURA E UNIVERSO RELIGIOSO DO HOMEM PANTANEIRO EM MATO GROSSO DO SUL, BRASIL

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Este trabalho visa contribuir nas reflexões e discussões deste evento com alguns referenciais que circunscrevem a cultura pantaneira do estado de Mato Grosso do Sul, Brasil, com o universo religioso que a impregna e constitui num espaço de produção profana. O objetivo principal é identificar algumas crenças populares, que permeiam e integram a cultura do homem pantaneiro, como um dos fios orientadores na elaboração de sua vida e cotidiano de vida. O turismo nesse contexto pode servir de palco para a consolidação e ou fragilização da prática cultural em meio às transformações provocadas na atualidade. A contextualização metodológica foi baseada em referenciais teóricos, análise do discurso dos próprios pantaneiros e discussão dos resultados entre os atores envolvidos no trabalho produzido. Os resultados parciais, entre outros pontos, sinalizam para uma educação que perceba e integre o referencial cultural e religioso em suas propostas sociais e educacionais, como um dos caminhos para o (re) conhecimento, (pró) moção e continuidade da cultura e identidade pantaneiras.

PALAVRAS-CHAVE: Turismo, Homem Pantaneiro, Cultura, Religiosidade.

MEASURING THE INTERNATIONALIZATION OF BULGARIAN TOURISM AND OF “BULGARIA” BUSINESS DESTINATION

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Tourism is one of the most dynamically changing and rapidly developing forms of international business in recent decades. It embodies the basic characteristics and contradictions of the global economic system. Every sphere of international business is a result of the increasing division of labour, as a consequence of the scientific, technical and social progress. Tourism – an independent type of international business – integrates in the global economic system as a part of production and trade with goods and services. The modern development of this form of international

business can be described using matrix principle of the Business specific advantages (BSAs) and Destination specific advantages (DSAs).

KEYWORDS: Internationalization, International Tourism, Business Specific Advantages, Destination Specific Advantages.

A POTENTIAL SOURCE FOR DEVELOPMENT OF MEDICAL TOURISM OF INDIA: “ROLE OF TRADITIONAL HOLISTIC MEDICINE IN CARDIOVASCULAR REHABILITATION”

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Medical tourism as a term of tourism has risen rapidly in recent decades. One of the major reasons for medical tourism is to get low cost and world-class medical treatment in countries like India, Thailand, South America, Singapore, and Malaysia. Health and medical tourism is perceived as one of the fastest growing segments in marketing ‘Destination India’ today. In recent years, availability of latest medical facilities and technological advancement in developing countries like India making these countries as the hot zones for medical tourism. As a rule of thumb in medical tourism, people are not only aspiring better treatments for their ailments but are also looking at the holistic well-being. They want to recover, relax, rejuvenate, rejoice and more over get away from the routine. Thus, Medical Tourism offers a synergy of healthcare, tourism and hospitality, proving to be an attractive and energetic health package for the people. India offers World Class medical facilities, comparable with any of the western countries. India has state of the art hospitals and the best qualified doctors, despite the lowest cost in all kind of medical interventions compared with other developing countries. Other advantages of Medical Tourism in India include no waiting list, & less chance of resisted infections compared to UK or other western countries. Since Cardiovascular Disease is the leading cause of death worldwide, medical tourism in Cardiovascular Disease treatments has a huge potential to attract health tourist from all over the world. Although medical tourism in surgical interventions in cardiovascular medicine has started recently in India, but Cardiovascular Rehabilitation is a forgotten horizon and is undermined. Cardiac Rehabilitation with its multi-disciplinary team approach including Cardiology, Physical therapy, Psychological and Nutritional management and life style changes

can play a significant role in improving healthcare tourism prospects. India has the huge potential of being a hot zone for cardiovascular medicine and Cardiac Rehabilitation because of the availability of all facilities and required technological equipment, up to date team for cardiac rehabilitations, and lower cost. Since psychological management and stress reduction is one the most important parts in cardiac rehabilitation, India with its large number of resorts and spa's and opportunities for Safaris at a very low cost has a tremendous capability of such intervention. In summary, according to the components of cardiac rehabilitation, India with its particular native holistic treatments like Homeopathy, Ayurveda, Yuga, Meditations and Vegetarian diet has a huge potential to contribute and expand in Cardiac Rehabilitation specifically and become a leading country for such intervention which is underestimated in current practice of medical tourism of India.

KEYWORDS: Medical Tourism, Cardiovascular Rehabilitation, Holistic Medicine, Cardiovascular Medicine

THE ROLE OF THE AGRITOURISM MANAGEMENT IN DEVELOPING THE ECONOMY OF RURAL REGIONS

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It has been documented that the key features which relate rural regions to tourism development are twofold: poverty and lack of economic opportunities. Despite of substantial contribution the tourism and agritourism industries have made to the economy of rural areas, farm-managers have been facing a series of challenges, such as the turmoil of global economy, increased worldwide competition in output markets, high production costs arisen from increasing inputs prices, and lack of transparent rules and regulations imposed by the governmental agencies. As a result, farm-operators have been searching for alternative farm-oriented activities that potentially generate additional income to their on-farm revenues so that they can stay in such a highly competitive business. This paper analyzes the role of the agritourism management in developing the economy of rural areas in the province of Newfoundland and Labrador, Canada. The recommendations made from the results of this study provide new visions for policymakers to understand better the industry, recognize the impediments, and make appropriate decisions at the local and provincial level.

KEYWORDS: Agritourism Management, Tourism Industry, Tourism Policy, Rural Areas, Newfoundland and Labrador.

TURISMO CULTURAL E OS ESTUDANTES DO ENSINO SUPERIOR. O CASO DO ALGARVE

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O artigo pretende reflectir sobre o turismo cultural associado aos estudantes do Ensino Superior no Algarve (Portugal). Neste contexto, após uma reflexão teórica sobre a relação entre turismo, cultura e juventude, apresenta os resultados de uma pesquisa assente num inquérito por questionário aplicado aos estudantes do Ensino Superior da Universidade do Algarve. Em termos metodológicos, este estudo, utilizou o teste do Qui-quadrado à independência entre variáveis no sentido de captar diferenças na percepção de receptividade face a diversos tipos de turismo bem como diferenças na frequência de visita a locais associados ao turismo cultural, em função do curso e da frequência de deslocação para fora da região de residência habitual. Paralelamente, o recurso à análise factorial permitiu agregar itens que os estudantes percebem como estando muito associados. Os principais resultados apontam para uma elevada propensão ao turismo por parte dos estudantes deste tipo de ensino, surgindo a motivação cultural bem posicionada, nomeadamente no 3º lugar num ranking de receptividade.

PALAVRAS-CHAVE: Turismo Jovem, Turismo Cultural, Motivações Culturais, Estudantes, Ensino Superior, Economia Da Cultura.

O TURISMO LITERÁRIO. OLHÃO SOB A PERSPECTIVA DE JOÃO LÚCIO

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Este artigo aborda a relação entre turismo e literatura, sob o pressuposto de que a valorização turístico-literária de um destino pode contribuir para o reforço da sua identidade e *geniusloci*. Paralelamente, assenta no estudo da vida e obra do poeta algarvio João Lúcio e constitui-se como uma reflexão exploratória sobre a possibilidade de desenvolvimento do turismo literário em Olhão.

PALAVRAS-CHAVE: Turismo Literário, Turismo Cultural/Criativo, Património Literário, Identidade Histórico-Cultural.

LA ADMINISTRACIÓN INTELIGENTE COMO FACTOR PARA REDUCIR EL FRACASO EMPRESARIAL

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Se presenta un artículo que resume un trabajo de investigación basado en el método del estudio del caso para estudiar la idoneidad de la intervención externalizada de las Administraciones Públicas a través de la Administración Relacional con el objeto de tutorizar a la dirección de las nuevas empresas para disminuir la tasa de salida empresarial, que según los estudios analizados un 80% de las empresas fracasan antes de cumplir cinco años. El fin es explicar cómo las Administraciones Públicas pueden incrementar el know how de los emprendedores y fortalecerlos en sus primeros años de vida, y una vez incrementada dicha coherencia directiva, que se convierta en una variable estratégica cuya utilidad sea aumentar la supervivencia de la empresa. De los casos entrevistados hemos sabido que crear una empresa es una tarea difícil y burocrática; que la administración actúa más de forma burocrática que inteligente; que la tutorización debe externalizarse por parte de las AAPP; que debe generalizarse el uso de las NTI por parte de todos los actores implicados; que es apropiada la tutorización por parte de los profesionales a los emprendedores y que los que han

sufrido el fracaso empresarial prefieren dicha tutorización a las subvenciones económicas.

PALABRAS CLAVE: Administración Pública Inteligente, Externalización, Administración Relacional, E-administración, Fracaso Empresarial.

TERRITÓRIOS INDÍGENAS COMO CENÁRIO PARA A PRODUÇÃO TURÍSTICA EM MATO GROSSO DO SUL, BRASIL: O CASO DO POVO KADIWÉU

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As comunidades indígenas são núcleos de atratividade turística devida sua dinâmica sócio-cultural e histórica. Desta forma, o objetivo geral deste artigo é apresentar uma análise crítica sobre a representatividade da cultural indígena Kadiwéu na produção do turismo nos territórios tradicionais do estado de Mato Grosso do Sul. Os procedimentos metodológicos foram baseados em análise teórica e documental além de contextualização prática, por meio da experiência registrada em incursão científico-cultural nos territórios culturais das comunidades indígenas da Reserva Indígena Kadiwéu, localizada no município de Porto Murtinho, estado de Mato Grosso do Sul. Os resultados parciais sinalizam que o discurso que se desvela neste artigo apresenta como tais agrupamentos qualificam o desenvolvimento do turismo com vistas à inserção participativa para o planejamento da atividade haja vista que é fundamental levar em consideração as expectativas das comunidades, caso contrário, pouca chance de sucesso terá todo e qualquer processo de desenvolvimento que desconsidere os fatores endógenos.

PALAVRAS-CHAVE: Territórios Étnicos, Turismo Cultural, Kadiwéu, Desenvolvimento Local.

TRANSFORMATIVE LEARNING AND COMPLEX PROBLEM-SOLVING AMONG HOSPITALITY AND TOURISM STUDENTS

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The hospitality industry and even more so tourism (H&T), has become enmeshed in issues of increasing proportion, complexity and social, cultural, environmental and political importance. This highlights the importance of hospitality educators who are being asked to prepare graduates for roles in which they will need to 'solve problems that don't exist yet' (McLeod, 2009: 33). Transformative learning has been defined as the "epistemology of how adults learn to think for themselves rather than act upon the assimilated beliefs, values, feelings and judgements of others" (Mezirow, 2003:1). The benefits of transformative learning are proposed as moving "the individual toward a more inclusive, differentiated, permeable (open to other points of view), and integrated meaning perspective..." (Mezirow, 1991:7). Triggering incidents catalyse transformative learning, which promotes critical reflection on past experiences, and influences the individuals' construction of knowledge through the surfacing of unchallenged assumptions and deeply held beliefs. Until now few quantitative studies exist within H&T and even more so within transformative learning, that capture the influence of triggering incidents and their effects on academic performance. In this dual-phase research, the initial pilot survey establishes the contribution of transformative learning on how students construct solutions and contextualise complex problems. Data collected informed the design of the Triggering Incident Student Survey (TISS), where effects of triggering incidents are measured in their ability to foster individual critical reflection, measure changes in the construction of knowledge, and how these may benefit or detract from student learning. The contribution of this research is that it pioneers the measurement of significant elements of the transformative learning process and secondly, assists in capturing meaningful experiences that promote deep learning amongst H&T students.

NONTRADITIONAL HEALTH AND WELLNESS TOURISM UNITS IN PORTUGAL UNVEILED

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Health and wellness tourism includes much more than water treatments, regardless of whether natural mineral, sea or tap water is used. This paper wants to lift the veil on current tendencies in the Portuguese health and wellness sector, more particularly on the presence and/or appearance of not only holistic tourism, spiritual tourism, yoga and meditation tourism, but also medical tourism, complementing the more classic thermal/thalasso/spa tourism segments (classifications based on Smith and Laszlo, 2008).

KEYWORDS: Health and Wellness Tourism, Portugal, Niche Tourism, Yoga Tourism, Medical Tourism.

A EXPERIÊNCIA TURÍSTICA RURAL INTEGRAL DO PONTO DE VISTA DO TURISTA – UMA ANÁLISE QUALITATIVA DA SUA NATUREZA E SIGNIFICADO*

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As áreas rurais têm suscitado um interesse crescente como espaços de lazer e turismo, em consequência das recentes tendências da procura turística, especialmente das populações urbanas. No entanto, apesar de a literatura acerca da experiência turística ter aumentado, a experiência vivida pelos turistas quando visitam espaços rurais permanece uma área relativamente pouco estudada. Neste contexto, o presente trabalho tem como objectivo analisar a natureza da experiência turística em meio rural, do ponto de vista dos turistas. Na prossecução deste objectivo foram aplicadas entrevistas em profundidade a 44 indivíduos que já tinham visitado espaços rurais, visando uma compreensão aprofundada das três fases de uma experiência turística: (i) planeamento, expectativas e motivações para realizar a visita; (ii) ocorrências e actividades durante a visita; e (iii) satisfação, memórias e avaliação da visita. Os resultados obtidos revelam que o espaço rural é imaginado como um espaço em oposição aos aspectos negativos do urbano, ideal para descansar, recuperar forças e conviver em família, muitas vezes associado à possibilidade de conhecer o "antigo",

as “tradições”. Porém, é ainda revelado que este espaço, enquanto destino turístico, deve procurar alternativas para criar uma dinâmica que atraia/ satisfaça os turistas, sem descaracterizar a sua base distintiva de recursos.

PALAVRAS-CHAVE: Experiência Turística, Turismo Rural, Estudo Exploratório, Estudo Qualitativo.

** This paper will be presented in English.*

RESOLUTION OF EMPLOYEE CONFLICTS IN THE HOSPITALITY SECTOR IN THE UNITED STATES: AN ANALYSIS OF ARBITRATED AND LITIGATED CASES

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This study explores conflictual issues and conflict resolution in the US hospitality sector, particularly with reference to unionized workers through the arbitration process. Using search terms of “hotel” OR “casino” AND “discipline” from 2006 to 2010 in the BNA Labor and Employment Law Library, cases were retrieved and content analyzed to evaluate variables such as laws under which these cases were resolved and relevant contractual collective bargaining provisions. The labor organizing issues included unfair labor practice, unauthorized use of property for union campaigning, refusal to remove union insignia. Discrimination issues included not getting time off for religious observation and charges of disparate treatment. Poor behavior issues included abusive language, racial slurs towards guests, ignoring customer requests for service, unauthorized rest period, and unauthorized use of property for personal reasons. Pay issues included determination of eligibility and computation of overtime pay, and unequal protection clause with respect to pay under city ordinance. Outcomes in terms of how employees fared include failure to have progressive discipline, suspension, discharge, and reduction of penalty.

KEYWORDS: Employee Discipline, Tourism, Unions, Hospitality.

THE “FORGOTTEN LANDSCAPES” CONSERVATION, HERITAGE MANAGEMENT AND LIFELONG LEARNING IN THE COMMUNITY

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In this paper, attention will be drawn to the Blaenavon Industrial area in South Wales which in 2000 was declared a WHS. This recognised the ‘unique’ legacy of the forgotten, industrial landscapes with their ecological, geological and *cultural* significance. The Forgotten Landscapes Project, as it has become known, introduces *cultural learning* as a means to encourage local communities to recognise and maintain their own heritage landscapes. This involves targeting all age groups but also 16-19 year olds in a bid to avoid what can be referred to as the regression of WHS’ into ‘theme parks’ which is both a challenge but also, ironically, often a prerequisite for WHS sustainability.

KEYWORDS: Education, Tourism, Policy, Heritage Management, Widening Access, Sustainability.

INTERNET TECHNOLOGIES IN THE BULGARIAN TOURIST ENTERPRISES – STATE, PREREQUISITES AND PERSPECTIVES

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The tourist branch is a pioneer in taking advantage of internet technologies. Internet is a perfect place to plan, organize and economically arrange all kind of trips. The purpose of the paper is to present the status, prerequisites and perspectives for the internet technology implementation in the Bulgarian tourist enterprises. The main benefit of Internet is the elimination of mediators in the distribution of tourist products and services. The most of the tourist firms create their own websites for presenting a big variety of information and online services, but they still are not widely practiced. Lately mobility has become a strategic part of the web-based tourist information systems and it is one of the prominent perspectives of internet technologies in the Bulgarian tourist enterprises. The tourism sector gives very favorable conditions and circumstances for mobile business. The wireless devices will become the preferable way for instant access to tourist information.

KEYWORDS: Internet Technologies, Bulgarian Tourist Websites, E-Business, M-Business.

HOW GREEN ARE CONSUMERS AT A GREEN DESTINATION IN SOUTH AFRICA?

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One of the most serious global environmental issues facing the tourism industry is the issue of climate change (Stefik, 2006:1; Lockwood & Medlik, 2001:300). Since 1970 over 200 million hectares of tree cover have been lost, deserts has increased by 120 million hectares and approximately 480 billion tons of topsoil has been lost in the world (Webster, 2000:4). According to current forecasts for tourism activity, by 2050 tourism is expected to see its contribution to greenhouse gas emissions rise from its current 3% to 7% (Walker & Walker, 2011:226; Buhalis & Costa, 2006:39). One consequence of global warming is the negative effects it may have on tourism and the environments it occurs in (Page & Connell, 2009). The most widely discussed effect is the rising sea levels and the effect on small islands, combined with extreme climatic events such as a decrease in rainfall in some areas and increases elsewhere (Mason, Waylen, Mimmack, Rajaratnam & Harrison, 1999:255; Walker & Walker, 2011:227; Hall & Higham, 2005:3). Rising temperatures, extreme weather events (flooding, sand storms, droughts and summer fires), erosion and water shortages are other concerns that need to be acknowledged (Walker & Walker, 2011:227). The afore-mentioned highlights the need for all tourism stakeholders to develop solutions to this global problem (Lockwood & Medlik, 2001:25).

Added to the latter is the fact that consumers are also becoming increasingly aware of the effects of climate change and this greatly influences not only their behaviour at home and at work but also their travel decision-making process and choice of destination or tourism product (Walker & Walker, 2011:227; Barber, Taylor & Strick, 2009:59). Consumers would like to think that the products they purchase do not harm the environment and green consumer have been described as individuals looking to protect themselves and their world through the power of purchasing decisions (Mensah, 2006:415). Barber, Taylor and Strick (2009:59) add that due to the dramatic increase in environmental consciousness worldwide,

consumers are changing their behaviour to incorporate environmental considerations into their lifestyles. Barber *et al.* (2009:59) continue to explain that these changes include consumers' purchasing decisions based upon how well products satisfy their needs and affect the environment. In some cases, consumers are willing to pay a premium for environmentally friendly products. This has prompted the expansion of the "green" product market and a focus on alternative forms of tourism and improved environmental practice (Barber *et al.*, 2009:60; McBoyle, 1996:255). The principle that underlies this focus is sustainable tourism or as it is more commonly known, "green" tourism. Green tourism implies tourism based either on the environment or with environmental values in mind (Walker & Walker, 2011:227; Taylor, 1992:669). Sustainability practices can include recycling, waste water management, energy saving measures and organic products to name but a few and these practices can be applied to all areas of the tourism industry (Lehr, 2001:28; Kirk, 1995:4). Tourism operators are thus beginning to consider their environmental impact and this has motivated destination managers towards attracting consumers who are intrinsically interested in protecting the environment and behave in ways that lead to a smaller ecological footprint (Taylor, Baber & Deale, 2010:14). However, the demand for green products has been shown to be uneven across different market segments (Ottman, 1992; Peattie, 1992). Thus, for tourism operations to position green products, or communicate their environmental issues, green consumer segments need to be identified (Bohlen, Schlegelmich & Diamantipoulos, 1993:415). To determine the type of individual most concerned about the environment, researchers of green marketing have attempted to profile and segment consumers using a variety of demographic variables including income, education, gender, location of residence and age (Diamantipoulos, Schlegelmich, Sinkovics & Bohlen, 2003; Samdahl & Robertson, 1995; Guagnano & Markee, 1995; Jones & Dunlap, 1992; Mohai, 1992). Other constructs such as consumer involvement and personality measures of behaviour, knowledge, and attitude have been shown to be promising predictors of ecological concern (Barber *et al.*, 2009; Diamantipoulos *et al.*, 2003; Dolnicar, 2004). Knowledge of the profile of green consumers and their behaviour can lead to cost-effective and sustainable marketing, tailor-made "green" products, "green" packaging and labelling solutions as well as "green" positioning (Taylor *et al.*, 2009:24).

However, little is known about green consumers in South Africa. Even less is known about consumer at green destinations in the country. With this in mind, the South African wine industry provides a good example of wine and tourism products that are both spatially fixed in a radius of between 100 and 200km from Cape Town City located in the Western Cape Province as the centre point. The South African wine industry is therefore more regionally concentrated in the geographic sense than in most other wine countries with 95% of the country's 105,000ha of wine grape

vineyards concentrated in the Western Cape area (Bruwer, 2003:424). Hence the South African wine industry is one of a few national industries that is genuinely concentrated outside metropolitan areas and hence plays a vital role in regional development, employment generation, corporate investment, business growth, and tourism in the Western Cape Province (Bruwer, 2003:424). With the increase in demand and consumption, there has been a significant increase in the number of vineyards acres planted and the number of wineries (Barber *et al.*, 2009:63). However these activities are not without environmental, economic and social issues (Taylor *et al.*, 2010:14). Barber *et al.* (2009:63) explain that with the increase in demand and expansion come issues of the environmental footprint that wineries have. The wine industry must work to limit their use of toxic pesticides, herbicides and fertilizers or creating a scarcity of water supplies. They should also reduce the amount of contaminated wastewater run-off, organic wastes and nonhazardous packaging materials as well as pay attention to land use issues involving habitat destruction and endangered species (Marshall, Cordano & Silverman, 2005; Barber *et al.*, 2009:63). Wine farms in South Africa are beginning to pay more attention to environmentally friendly farming and management practices. With this in mind, the question that remains is: “How green are consumers in South Africa?” and more specifically “How green are wine consumers at a green wine destination in South Africa?”.

KEYWORDS: Sustainability, Green Tourism, Factor Analysis, Green Behaviour.

WHO ARE THE COMRADES OF THE COMRADES MARATHON?

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The purpose of this study was therefore to determine the motives of the Comrades Marathon runners, and on the basis of these motives, to identify and profile different market segments at the race. This study attempts ultimately to identify the real ‘comrades’ of the Comrades Marathon, in other words the market(s) that marketers should target. As this approach has never been applied to endurance runners in South Africa, the research will also expand the limited knowledge and literature, an aim identified as important by Weed (2005, 2006). A destination-based survey was undertaken and questionnaires were handed out on-site at the Bonitas Comrades Expo in Durban during the registration period (27 to 29 May 2011). Participants were selected after they had completed their registration. The field workers were trained to

ensure that they understood the aim of the study as well as the questionnaire. Respondents were briefed about the purpose of the research beforehand to ensure that they participated willingly and responded openly and honestly. A total of 450 questionnaires were distributed over a period of three days and 437 completed questionnaires were included in the analysis. According to Israel (2009), from a population of 100 000 (N), 398 respondents (n) are seen as representative and result in a 95% level of confidence. Since approximately 14 900 athletes participated in the race, the number of completed questionnaires is greater than the number required. The results of the factor analysis showed that ultra marathon runners are motivated by intrinsic achievement, exploration and competitiveness, family togetherness and escape, socialisation and commitment. The cluster analysis, which segmented the runners according to these five motives, revealed two distinct segments, recreational runners and serious runners, and found that both are motivated mainly by intrinsic achievement. Commitment was also identified as a primary motive for the first time in this area of research. The research showed that the typical (real) comrade of the Comrades Marathon is a person who combines the attributes of the two clusters, serious and recreational athletes, where intrinsic achievement and commitment are key motives. The study, the first of its kind at an ultra marathon in South Africa, fills a gap in the existing literature and contributes to the literature not only on sport events but also on marathons and ultra marathon participants in particular. It corroborates the finding that motives for participating differ according to the sporting event, and supports the view that marketers and sports event organisers must understand that participants have different motives and so should not be regarded as a homogeneous group. This type of research is valuable to organisers, as it assists in making informed and cost-effective marketing and product development decisions.

KEYWORDS: Ultra Marathon, Comrades Marathon, Typology Of Motives, Marathon Runner, South Africa, Market Segmentation.

FIRST-TIME VERSUS REPEAT VISITORS AT THE KRUGER NATIONAL PARK

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The Kruger National Park (KNP) in South Africa is renowned for its unparalleled wildlife management in the African continent, its diversity of animal species and its variety of vegetation zones (Mabunda & Wilson, 2009:117; SANParks, 2009:31). The KNP is furthermore an all inclusive holiday destination and provides tourists with a unique nature and leisure experience, which is a major draw card for both domestic and international tourists (Saayman & Saayman, 2009). This national park therefore acts as a strong magnet for tourists, major export earners and constitutes an important part of the South African tourism industry (Uysal, McDonald & Martin, 1994:18; Cook, Yale & Marqua, 2010:212). In addition, South Africa's National Parks (SANParks) currently generate 80% of its revenue from accommodation and admission fees in the KNP (Mabunda & Wilson, 2009:118).

For the KNP to sustain its visitor numbers, both first-time and repeat visitor groups play a fundamental role in the overall competitiveness and success of the park and park managers must strive to achieve a balance between first-time and repeat visitors (Vogt, Stewart & Fesenmaier, 1998; Petrick, Morais & Norman, 2001; Oppermann, 2000). This is imperative taking into consideration the economic impact of the park and the consequent benefits of attracting and retaining visitors: South Africa has 22 national parks and in addition to this there are also local and provincial parks and a further 9000 privately owned game reserves competing for eco-tourists (Saayman & Van der Merwe 2004). Neighbouring countries such as Namibia, Zimbabwe and Botswana are also becoming more competitive and according to Saayman (2003) it has therefore become imperative for national parks to keep up with trends and the needs of tourists since this will streamline future marketing strategies. Shanka and Taylor (2004:135) add that, whereas many tourism operations rely on repeat visitors, it is worthwhile determining which of the attributes significantly discriminate between first-time and repeat visitor groups, because these findings could be of benefit to the organisation (park) management.

Oppermann (1999) and Li, Cheng, Kim and Petrick (2008:279) explain that it is extremely important to understand these differences since they provide destination (park) management with more specific direction. This is because the tourism demand for repeat visitors is quite different from that for first-time visitors (Wang, 2004:115). Correia, Oliveira and Butler (2008:198) add that destination (park)

managers must distinguish marketing strategies between first and repeat visitors and also that they should pay attention to visitors' specific preferences to attract them. Jang and Feng (2007:587) warn that, if destinations (parks) only focus on continuous repeaters, destination marketers and managers may misunderstand the movement of their market and allocate resources inefficiently. To avoid inefficiency, destinations (parks) should further understand their entire market structure which consists of other segments, including continuous repeaters and first-time visitors (Jang & Feng, 2007:587). An implication is that travel and destination (park) managers need to consider these differences and to propose different programmes for these two potentially different market segments (Vogt *et al.*, 1998:69; Wang, 2004:115). Specifically, information concerning tourists' status as first-time or repeat visitors can be useful in market segmentation (Formica & Uysal, 1998), signalling destination familiarity (Tideswell & Faulkner, 1999) and determine a destination's (parks') position in its life cycle (Oppermann, 1998:136; Priestly & Mundet, 1998). Based on the aforementioned, it is imperative for the KNP management to understand the underlying differences between first-time and repeat visitors for them to effectively market the park and gain a competitive advantage as well as to ensure the long-term sustainability of the park (Shanka & Taylor, 2004:135). *Objectives:* The aim of this research is thus to segment visitors at the KNP based on the frequency of visitation in order to distinguish between first-time and repeat park visitors. *Methodology:* A research survey was done at the KNP at various rest camps from 26 December 2010 to 3 January 2011 and a total of 436 visitor questionnaires were completed. Two-way frequency tables and Chi-square tests as well as ANOVAs and Tukey's multiple comparisons will be used to analyse the data and segment first-time and repeat visitors based on socio-demographics and behavioural characteristics as well as travel motivations. *Main contributions and conclusion:* This research is the first of its kind. The differences between first-time and repeat visitors to a national park in South Africa have to date never been analysed. Knowledge of the differences between first-time and repeat visitors to the KNP can be considered when the park is marketed. The latter will greatly contribute to the long-term sustainability and competitiveness of the KNP.

KEYWORDS: National Park, Kruger National Park, First-Time Visitors, Repeat Visitors, Chi-square Tests, ANOVA, Market Segmentation, South Africa.

INOVAÇÃO NO SECTOR DO TURISMO – APONTAMENTOS DO PROCESSO INOVADOR ATRAVÉS DO ESTUDO DO GRUPO PESTANA

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Diante da inegável representatividade do setor de serviços para o desenvolvimento económico e da crescente participação do setor turístico na expansão das receitas e divisas internacionais, é de suma importância refletirmos sobre como ocorre o processo de inovação junto à atividade turística. Apesar do termo inovação estar entre os temas mais desenvolvidos em artigos e publicações afins, pouco há sobre casos de inovação em serviços e principalmente no turismo. Assim, o objectivo deste estudo é investigar o processo de inovação no setor turístico a fim de compreender quais são algumas das suas particularidades e contribuir para pensar a gestão da inovação no turismo. Para tanto, foi desenvolvido um estudo de caso com o Grupo Pestana. O paper está dividido numa parte inicial sobre a actividade turística, seguida de uma discussão sobre inovação e inovação no sector dos serviços com uma caracterização atual do sector turístico, com destaque a Portugal, localização do grupo em estudo. Por fim, é apresentada a empresa e os resultados do estudo, que apontam para uma grande dificuldade em gerir o processo de inovação em turismo, embora eleclaramente dê maior competitividade e dinamize o comportamento organizacional das empresas.

PALAVRAS-CHAVE: Gestão, Inovação, Sector do Turismo, Grupo Pestana.

O COMBATE À EXCLUSÃO SOCIAL ATRAVÉS DE PROGRAMAS DE TURISMO SOCIAL PARA FAMÍLIAS ECONOMICAMENTE CARENCIADAS

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O turismo oferece oportunidades para explorar novos ambientes e para participar em novas situações, que podem proporcionar vários benefícios para os turistas. Apesar do reconhecimento desses potenciais benefícios e de o turismo ser uma actividade em crescimento, permanecem algumas dúvidas acerca dos impactes sociais do turismo

para os turistas e existem, ainda, muitos constrangimentos à prática turística. O baixo nível de rendimento é um desses constrangimentos, transformando o turismo numa actividade inacessível para muitos grupos na sociedade, mesmo nas economias desenvolvidas. Neste contexto, o Turismo Social aparece como tentativa de restaurar a igualdade de acesso ao turismo, integrando objectivos relacionados com o combate à pobreza e exclusão social. Não obstante esta realidade, existem poucos estudos que analisam o turismo para grupos economicamente carenciados, sendo esta uma área de investigação pouco estudada. Este estudo visa analisar os potenciais benefícios de Programas de Turismo Social para famílias economicamente carenciadas e estudar alguns Programas de Turismo Social existentes para este segmento. Com esse intuito, efectuou-se uma análise de conteúdo de diversas publicações, que permitiu: (i) conhecer o tipo de benefícios da prática turística para famílias carenciadas; (ii) verificar o surgimento recente de alguns Programas de Turismo Social para este segmento; e (iii) apresentar as principais características de cada um desses Programas.

PALAVRAS-CHAVE: Turismo Social, Famílias Economicamente Carenciadas, Inclusão Social, Benefícios do Turismo.

DETERMINANTS FOR TOURISM AND POVERTY ALLEVIATION

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In the last decade, commitment to tourism as a development strategy for the developing world has gained a renewed interest by governments and development organizations in the fulfillment of the Millennium Development Goals. This was established as a major priority by donors, governments, NGOs, national and international tourism bodies, bilateral and multilateral institutions, like the United Nations World Tourism Organization (UNWTO). The purpose of this paper is to identify the main determinants that should be integrated in the international cooperation for development programs that use tourism as a tool for poverty alleviation. By way of a case study it is analyzed the role played by the UNWTO.Volunteers Program in this context examining if it integrates the determinants previously identified in the literature review. To accomplish the research aims, data collection included documental analysis, participant observation, and semi-structured interviews with UNWTO participants. While no evidences exist yet due to the recent implementation of the UNWTO.Volunteers, the findings suggest that if

these programs manage to have a positive influence on all, or at least in some of the dimensions, then it is possible that it responds to some of the main determinants for poverty alleviation in order to reinforce the local communities capacity-building.

KEYWORDS: Tourism, Poverty Alleviation, International Cooperation for Development, UNWTO.Volunteers Program.

FACTORS PREDICTING COMMUNITY SUPPORT: THE CASE OF A SOUTH AFRICAN ARTS FESTIVAL

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Events are one of the fastest growing tourism attractions in South Africa. This has various implications for the role players involved in hosting the event, especially the community. It is important to obtain the support and loyalty of residents so that potential conflicts can be avoided. However, residents are not always involved in the planning and management of the event, which raises questions about the real benefits they receive. It is therefore the aim of this research to determine the factors predicting community support in the case of a South African arts festival. A survey was done in 2007 at the Klein Karoo National Arts Festival (KKNK), which is one of the largest arts festivals in the country. A stratified random sampling procedure was followed in the community of Oudtshoorn, and 279 questionnaires were completed by residents. Structural equation modelling was done, based on the study of Gursoy and Kendall (2006), to explore the factors and identify its influence on support for the event. It was found that community attachment, costs and benefits perceived were the most important factors predicting community support for the festival, which differs from the results of previous studies. In the case of this study, ecocentric attitudes and issues of community concern did not influence the level of community support the event was given.

KEYWORDS: Community Support, Arts Festivals, Residents, Social Impact, Major Event, Mega Event.

STRATEGY AND INNOVATION - STUDY OF THE INNOVATIVE CAPACITY OF THE SPANISH HOTEL INDUSTRY

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This paper analyses the relationships between certain determinants in the strategic management process on innovation in hotel organisations in Spain, as well as the influence of the level of innovation on competitive advantage and organisational performance. The theoretical positioning is based on the resource and capability-based approach, within the field of strategic management. An analysis of major hotel chains operating in Spain has shown that certain factors (namely twenty dimensions) of the strategic management process impact on the level of innovation positively, as well as a proper management of innovation influences organizational results, also positively.

KEYWORDS: Innovation, Tourism, Hospitality Sector, Strategic Management.

CONSUMER INNOVATIVE BEHAVIOR IN VACATION TRAVEL

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This paper focuses on the study of innovative behavior of tourists through the dimensions of sensation seeking. To our knowledge, few studies explore the dimensions of sensation seeking in relation to the innovative behavior of tourists in their holiday travel decisions. Sensation seeking is defined as the desire for varied, new, and complex experiences, and the willingness to take physical, social, legal, and financial risks in order to achieve such experience. Four components of sensation seeking are identified: thrill and adventure seeking; experience seeking; disinhibition; and boredom susceptibility. This study is based on a sample of 543 university students. The results show that innovators obtain higher scores on the total scale of sensation seeking than non-innovators, both men and women, as well as on the four dimensions of the scale. In addition, sensation seeking is a significant predictor of the consumer innovativeness in the vacation travel. Note that three of the four

dimensions of sensation seeking (thrill and adventure seeking, experience seeking, and disinhibition) have a significant influence on the travel service innovativeness.

KEYWORDS: Sensation Seeking, Tourists, Innovative Behavior, Vacation Travel, Innovativeness.

TURISMO, CULTURA Y GASTRONOMÍA. UNA APROXIMACIÓN A LAS RUTAS CULINARIAS

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La gastronomía se está convirtiendo en uno de los factores clave de atracción para definir la competitividad de los destinos turísticos y pretende dar respuesta a un tipo de viajero cada vez más identificado con la búsqueda de lo autóctono y de los elementos culturales de la zona geográfica que visita. El objetivo de esta comunicación es presentar una aproximación a la gastronomía como elemento clave en el desarrollo (y consolidación) de los destinos turísticos. Para ello presentamos, en primer lugar, una revisión de la literatura científica existente en este campo, muy relacionada tanto con el vino como con la cultura. Así, se establece la importancia de la cocina como elemento básico para que el turista consiga nuevas (y diferentes) experiencias. También abordamos en esta comunicación cómo la gastronomía se está configurando para determinados turistas en la motivación principal para visitar un determinado lugar, o, en su caso, en una de las principales motivaciones para visitar un destino turístico. Por otro lado, también hacemos referencia a cómo debería de articularse una ruta turística gastronómica, teniendo como base la amplia tradición que existe en determinados países, fundamentalmente europeos, en el diseño de rutas turísticas, aprovechando, en este caso, la experiencia procedente de las rutas enológicas.

PALABRAS- CLAVE: Turismo Gastronómico, Competitividad, Motivación, Destinos Turísticos, Rutas Turísticas.

A MIOPIA DO MARKETING DE DESTINOS TURÍSTICOS

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O trabalho em tela caracteriza-se como um ensaio teórico que propõe uma reflexão quanto ao processo de evolução do conceito em marketing e suas implicações no marketing de destinos turísticos. Após discorrer sobre a evolução do conceito de marketing e analisar tal evolução dentro do contexto dos destinos turísticos verificou-se a existência de uma forte aplicação dos pressupostos de duas escolas específicas Escola Administrativa e Escola do Comportamento do Consumidor e indícios de que estas parecem guiar as principais orientações filosóficas do *main stream* acadêmico do turismo. À guisa de conclusões são realizadas reflexões quanto à possíveis miopias existentes no marketing de destinos e quanto a necessidade de ajustamento entre as áreas de marketing e turismo e as perspectivas de estudos futuros que podem ser desenvolvidos tendo como base outras abordagens do marketing, como o Macromarketing.

PALAVRAS-CHAVE: Marketing, Turismo, Destinos Turísticos.

MEDO SOCIAL E TURISMO NO RIO DE JANEIRO

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Ao se afastar temporariamente do seu entorno habitual, o turista busca satisfação pessoal através da alteridade propiciada pelo deslocamento e estada na destinação escolhida. A definição do destino ocorre através da percepção dos fatores motivadores que estimulam positivamente o deslocamento turístico. No entanto, também é levado em consideração os fatores limitantes que influenciam negativamente na escolha de uma localidade como destinação. Um fator limitante relevante e decisivo na escolha de um destino turístico é o medo social, caracterizado como o medo construído socialmente e que afeta a coletividade, gerando as pessoas uma sensação difusa de medo e pressupõe uma habilidade de antecipação que acontece comumente quando o homem está longe do seu entorno habitual ao temer a

violência e a criminalidade. As localidades que apresentam imagem relacionada à violência e à criminalidade estariam impedidas de se estabelecerem como importantes destinações turísticas motivadas pelo seu estereótipo violento? A fim de elucidar tal indagação utilizamos a cidade do Rio de Janeiro como exemplo empírico para esta pesquisa, cujos resultados preliminares indicam que um estereótipo relacionado ao medo e à violência dificulta, mas não impede o desenvolvimento do Turismo.

PALAVRAS-CHAVE: Turismo, Medo Social, Violência, Imagem, Rio de Janeiro.

DIMENSÕES DO DIREITO DO TURISMO: ENQUADRAMENTO NA LEI DAS POLÍTICAS PÚBLICAS DE TURISMO

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O autor estuda a Lei das Políticas Públicas de Turismo (D.L. n.º 191/2009, de 17 de Agosto de 2009), através de uma metodologia sistemática e dedutiva que se debruça sobre o Direito do Turismo numa perspectiva sistemática, estrutural e funcionalista, contribuindo para um reforço das linhas dogmáticas de delimitação do objecto e características deste ramo de Direito nas suas várias dimensões: pública, privada e colectiva. Da análise dos resultados, conclui-se por uma interferência recíproca e sistémica entre as dimensões pública e privada do Direito do Turismo com empobrecimento da sua dimensão colectiva, o que resulta num prejuízo significativo para o sistema jurídico de turismo e suas organizações.

PALAVRAS-CHAVE: Turismo; Direito do Turismo, Sistemas, Organizações, Colectivo.

USING NETWORK ANALYSIS TO DEFINE A TOURIST DESTINATION AS THE BASIS FOR A DMO

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Our hypothesis is that network analysis can be used to identify a tourist destination. To test it we carry out a pilot research to enable us to map the connections among the actors in a chosen destination. Our main objective is to elaborate an effective research method for establishing emergent Destination Management Organisation (DMO) and thereby to enhance their success. In a successful destination service providers recognize the importance of partnerships therefore they are not just existing but actively co-operating in order to provide a more unique and unforgettable experience and to better satisfy the tourists' needs. We investigate a whole network, in a small region of 5 settlements in the northern part of the Lake Balaton. We propose that this study will support the creation of a tool which can be used by the DMOs without academic knowledge and thanks to the exploration the bottom-up linkages enables the users to: describe the boundaries of the destination and define the boundaries by product; apply a new, measurable component towards to increase the competitiveness of the destination; develop a more efficient DMO-system finding out further key actors in the destination, who are important to join the DMO.

KEYWORDS: Competitiveness, Destination, Destination management organization, Network analysis.

AS ROTAS COMO ESTRATÉGIA TURÍSTICA: PERCEPÇÃO DE BENEFÍCIOS E OBSTÁCULOS NA CONSTITUIÇÃO DE ROTAS MUSEOLÓGICAS NA REGIÃO DE AVEIRO

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As rotas são uma das práticas turísticas mais procuradas na vertente de Turismo Cultural. Este artigo procura analisar e articular os conceitos de rota turística e rota museológica, apresentando formas de planeamento, critérios de organização e estratégias de gestão das mesmas, de forma a apresentar um produto turístico-cultural viável. Neste sentido, foram criadas propostas de rotas museológicas na região de Aveiro (rotas de Casas-Museu e de pequenos e médios Museus de Arte). Este estudo, conduzido junto dos responsáveis dos museus referidos, procura investigar a percepção de benefícios e obstáculos na constituição destas rotas, apresentando e discutindo dados primários e secundários, validando hipóteses e expondo conclusões obtidas através da técnica da análise de conteúdo.

PALVARAS-CHAVE: Turismo Cultural, Rotas Turísticas, Rotas Museológicas, Região de Aveiro, Análise de Conteúdo.

MANAGING THE BEAUTIFUL NOISE: EVIDENCE FROM THE NEIL DIAMOND SHOWS!

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According to Larsen and O'Reilly (2005:4) individual live concert performances by a band/artist or performer is a key site for popular music consumption. Jago and Shaw (1998:29-30) describe a major event as a large-scale (usually national or international) special event which is high in status or prestige that attracts large crowds and media attention. Aldskogius (1993:56) explains that music events are not part of the normal activities of an organisation body since it is arranged during a specific time period or date once a year, which takes place within a specific or limited region and is open to the public. Music events also have a dominant theme (the performance of music) of different kinds or it is limited to a specific genre such as rock, country, pop and classical to name but a few (Aldskogius, 1993:56, Saayman & Saayman, 2011).

Hosting major music events have become a significant motivator of tourism and feature highly in the development and marketing plans in the majority of destinations (Getz, 2008:403) and South Africa is no exception. The event management sector in South Africa has shown a market expansion since 1994 as the tourism industry has reoriented itself towards harvesting the benefits of inbound tourism to the country (Tassiopoulos, 2000:3). Paul Simon was one of the first major international acts to tour South Africa in 1992 after a long period of cultural isolation (Big Concerts, 2010). This was followed by a tremendous growth of international artists performing in the country ever since including well known names such as Chris de Burgh, Duran Duran, Sting, Whitney Houston, The Rolling Stones, The Bee Gees, Elton John, Lionel Richie, Enrique Iglesias, Josh Groban, U2 and Bryan Adams to name but a few. Neil Diamond was one of the most anticipated live music events ever seen on the shores of South Africa where he performed for the first time at the age of 70 in the country in 2011. This type of music event can create multifaceted entertainment productions that have the potential to attract large crowds and contain a significant economic impact.

According to Hausman (2011:211) live music performances generate substantial expenditures from parking to refreshments to souvenirs. Additional benefits include: destination and host city promotion; increase tourist visits; promotion of the arts and music; support for artists and performers; job opportunities for local residents; improvement of infrastructure in area (such as transport systems and improvement of stadiums/venues), generate retail sales as well as generate revenue from hotel rooms, restaurants and gasoline (petrol stations) (Saayman, 2004:72-73. Allen *et al.*, 2008:64; Bowdin *et al.*, 2006:38; Sonder, 2004:18, Brown, Var & Lee, 2002:273; Page & Connell, 2009:602; Hausman, 2011:211; Walker & Walker, 2011:275).

Apart from these benefits, music events, such as the Neil Diamond concerts also create a certain perception regarding the experience visitors will receive not only in terms of artist performance but also in terms of overall management and organisation of the event. Various characteristics therefore have to be considered when organising a music event that form part of the visitor experience. Globalisation, changing technology innovations and a changing consumer focus served dramatically as a change in the way event organisers operate in today's business environment (Pegg & Patterson, 2010:85-86). Thus, the level of satisfactory service received relates directly to how memorable the experience was or will be; therefore when a music event delivers a memorable experience, it will result in the potential to increase profits and satisfy internal and external customers (Yeoman, Robertson, Ali-Knight, Drummond & McMahan-Beattie, 2004:80). However, as stated by Saayman and Saayman (2011) and Yeoman *et al.* (2004:81) it is important to keep in mind that different customers will expect, want and/or need different things from essentially similar offerings. Therefore, visitors to music events cannot be regarded as homogeneous in terms of what they regard as important factors for a memorable experience. Thus, according to Ritchie, Mules and Uzabeaga (2008) it has become critical that the industry, regardless of its size, improves its management in order to fulfil the holistic needs of their visitors to an event.

According to Berridge (2007:79) having a deeper knowledge of how visitors experience an event will enable management to conceptualise the experience of users in terms of design and programming to ensure a more satisfying and fulfilling experience in the future. It is thus required to identify the aspects also referred to as key (KSFs) or critical success factors (CSFs). CSFs are those aspects that affect the ability of organisations to thrive in the marketplace (Slabbert & Saayman, 2003:8). Dickinson, Furguson and Sircar (1984) add that CSFs derive from, or depend upon, features of both an event's internal and external operating environment, and may arise from a wide variety of events, circumstances, conditions of activities which require the special attention of the event's organiser. However little effort has been made to understand the experience that people have while attending a music event,

and therefore there lacks an understanding regarding the real significance of these events from the visitor's point of view (Larsen & O'Reilly, 2005:5).

KEYWORDS: Neil Diamond, Music Tourism, Events Tourism, Critical Success Factors, Factor Analysis, Event Management, Memorable Experience.

MAPPING AFFECTIVE IMAGE OF DESTINATIONS

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Following Baloglu and Brinberg (1997), who advocate that the affective image space may be used as a tool to positioning tourism destinations, the main purpose of this paper is to introduce latent class factor analysis (LCFA) to map the affective space of environments, namely tourism destinations. Twelve European cities, marketed as short-break destinations for Portuguese travelers, were appraised by a sample of 140 respondents on 20 indicators of affective qualities, taken from Russell and Pratt (1980). The affective qualities attributed to the destinations were successfully reproduced by LCFA on two bipolar latent dimensions, positive or negative valence and high or low arousal. Each of the 20 indicators relates as expected with the poles of the latent dimensions. Considering the variable destination as a covariate, its categories (i.e. the destinations) are depicted in the affective map and tend to cluster in the four quadrants, allowing to easily identifying each destination's positioning.

KEYWORDS: Destination image, Affective image, Positioning.

DANIEL CONSTANT EM “O PRIMEIRO DE JANEIRO” UM QUARTO DE SÉCULO DE TURISMO E GASTRONOMIA

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The journalist and artist Daniel Constant (1907-1984) penned, during 27 years (1952 to 1979), in the Porto newspaper O Primeiro de Janeiro, the «Tourism and Gastronomy» section. This intervention, that tells of an advanced stage of the final

work, focuses on a sample consisting of the three first years (1952, 53 and 54) and then, every five years (1959, 64, 69, 74), until the final year of publication (1979). As the chronology allows us to see, the feature starts under the influence of the “touristification” of the country started by António Ferro, and accompanies new phenomena and movements, such as the «discovery» of the Algarve, the changes in the touristic philosophy in the sixties and the transformations that occurred after the April 25th, 1974 revolution. This column dealt with, especially, national Tourism and Gastronomy, but frequently the author reflected on essential questions of touristic development, allowing us to see, here and there, theories and practices already attempted abroad, thus gaining, in many cases, pioneer status. Themes such as nature, quality, need for regulation and qualification, and tourism training, are proposed by Constant several decades before they were ever put into practice.

KEYWORDS: History of Tourism in Portugal, Touristic journalism, Touristic Routes, Gastronomy, Touristic Development.

LA PLANIFICACIÓN DEL VIAJE EN EL TURISMO CULTURAL: EL CASO DE SAN CRISTÓBAL DE LA LAGUNA (TENERIFE, CANARIAS)

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Desde hace décadas es creciente la incorporación de las ciudades patrimoniales a los itinerarios turísticos. Esta comunicación presta especial atención al perfil, motivaciones y comportamiento de los turistas que visitan estas ciudades. Las ideas centrales son las siguientes. Primero, que en los destinos maduros de sol y playas también sus ciudades culturales son visitadas por personas con niveles educativos medio-altos. Segundo, que un grupo importante de ellos ha planificado previamente la visita cultural. Tercero, que dicha planificación marca luego comportamientos diferentes; y en cuarto lugar que, en el contexto de un destino turístico maduro, aquellos turistas que tienen algún tipo de comportamiento cultural, diferencia más su comportamiento el hecho de que hayan planificado dicha visita que su perfil socio-demográfico. Estos dos últimos aspectos constituyen las novedades de este trabajo. Todo ello se hará tomando como referencia una investigación realizada en 2010 en San Cristóbal de La Laguna, ciudad Patrimonio de la Humanidad desde 1999, y localizada en Tenerife (Archipiélago Canario, España).

PALABRAS CLAVE: Turismo Cultural, Capital Educativo, Planificación de la Visita, Perfil de los Turistas, Sociología.

ACCOUNTING AND TAX COMPLEXITIES IN MANAGING TOURISM BUSINESSES

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The purpose of this study is to analyze how accounting and tax changes recently introduced in Portugal affect the particular situation of tourism and hospitality management sectors. Firms operating in such areas of economic activity have important specific characteristics, such as a high proportion of tangible assets (buildings, land, leisure facilities) and also intangibles (goodwill derived from acquisitions, trade marks). The new accounting and tax environment significantly increased challenges managers have to face when making decisions and reporting their results.

KEYWORDS: Accounting and tax; tourism businesses; management complexity.

TOURISM URBANIZATION IN ALGARVE (1965-2004)

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The main task of this extended abstract is to discuss the processes of urban transformation and functional specialization through tourism in a certain region. With this purpose it was chosen the spatial configuration of the municipalities of Albufeira, Loulé and Faro, strong points of a touristification dynamic. Algarve was a peripheral region in the Portuguese context till the 1960's, mainly dedicated to agriculture, fishing and shellfish gathering and some low mechanized industries of natural products transformation. Following the urban and metropolitan input in Lisbon and Oporto, algarvian cities start an urbanization process not towards industry, but tourism, creating an urban design and infrastructure suitable for leisure and entertainment. Geographically connected to the Spanish Andalucía where the touristic input has started before 1965, Algarve and its waterfronts became a new

touristic territory for tourism travelers. This phenomenon involves a social, economic and cultural context marked by the reception of tourists, a region organized according to their needs, an economic subservience and strong dependence on this particular sector.

KEYWORDS: Algarve, Tourism Effects, Urbanization, Leisure.

THE RELATIONSHIP BETWEEN HUMAN RIGHTS AND MEGA SPORTING EVENTS: A CASE STUDY OF THE VANCOUVER WINTER OLYMPICS AND THE SPECTRE OF HUMAN TRAFFICKING

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There has been an increasing emphasis upon a human rights agenda within tourism development which has extended to sports events and human trafficking (Future Group 2007; Henning et al. 2007). Commentators suggest that major sporting events and the concomitant increase in visitors to host communities has contributed to human traffickers targeting such destinations. Drawing upon the case of the 2010 Vancouver Winter Olympics Games, this objectives of this paper are to: first, examine the perceived link between human trafficking for sexual purposes and the event; second, evaluate the preventative measures; and, third, evaluate the implications of these measures. Twenty-two semi-structured interviews were undertaken with stakeholders. It is suggested that there is a mixed evidence base for the perceived link between human trafficking and the event which is compounded by public policy challenges and moral agendas. Key preventative measures are identified, primarily related to education and awareness based campaigns by the third sector. It is argued that the origins of the preventative measures have an important part to play in the human trafficking strategies. Further, it is suggested that such campaigns bring to the fore issues regarding city imaging and event impacts, moral agendas, and collaboration between stakeholders. Finally, it is argued that the Olympic Games acted as a catalyst for debates regarding prostitution/sex work.

KEYWORDS: Human Trafficking, Olympic Games.

WHAT BRINGS PEOPLE TO AN UNCONVENTIONAL FESTIVAL ON A COLD NIGHT?: AN UNDERSTANDING OF AUDIENCE INVOLVEMENT AT THE BELTANE FIRE FESTIVAL

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The key aim of this project is to evaluate the 2011 audience consumption of the Beltane Fire Festival (BFF) in order to inform the future development of the festival. The objectives are to: first, investigate the demographics, attitudes and profile of the 2011 audience; second, investigate customer needs which they may be seeking to satisfy at the 2011 festival; and, finally, to develop a typology of audience groupings. Such work has precedents in various studies (Chang, 2006; Lee, Lee & Wicks, 2004). Investigation of the typology will be based on demographics; attendees' motives and needs; their perceptions of BFF as a ritual and/or performance; and attitudes to change and spirituality. A substantially quantitative research methodology will be adopted, comprising two distinct phases. First, prior to the audience survey, a pilot study will be undertaken involving the current performers/volunteers. Second, informed by this pilot, a survey of the 2011 audience will be conducted on a face-to-face basis. Data analysis will be facilitated by SPSS. Analysis will be undertaken with the application of quantitative methods often used in marketing and higher education and triangulated with findings of a qualitative study pertaining to the BFF development. This study has been informed by an earlier qualitative study by the authors. Indicative findings will centre upon the following key areas: a typology of audience groupings based on demographics, profile, motives and spiritual attitudes. In conclusion, this paper will contribute to existing work on festival audiences and will provide an insight into the contribution of relevance of spiritual beliefs to audience groupings.

KEYWORDS: Festivals, Motivation, Consumption.

THE IMPACTS OF TOURISM EXPERIENCES IN THE DESTINATION IMAGE - THE CASE OF THE ALGARVE

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To succeed nowadays, tourism destinations must differentiate and create a competitive positioning, and this can only be done by addressing and adapting to the needs of their visitors. A value-attainment construct based on tourism experiences is proposed for the product development and promotion strategy of the destination Algarve.

KEYWORDS: Destination Image, Experiences, Positioning, Satisfaction.

ANÁLISIS RELACIONAL DE SISTEMAS TURÍSTICOS. UN MARCO DE TRABAJO ALTERNATIVO EN EL PROCESO DE PLANIFICACIÓN TURÍSTICA

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El proceso de comprensión y análisis del turismo se explica a través de un sistema complejo compuesto por múltiples grupos de interés. Por ello, el funcionamiento de un sistema turístico depende de la gestión de las relaciones que se producen entre los distintos componentes del mismo. Esta comunicación presenta los resultados de una investigación de tipo cualitativo donde se recogen las principales conclusiones de una consulta a expertos así como se integran algunos de los principales estudios relativos a redes de colaboración y gestión de la cooperación entre agentes turísticos. La gestión de redes, junto a su entramado de relaciones, son determinantes en los procesos de planificación turística por su capacidad de producir resultados más equitativos y eficientes. Este estudio define las áreas relacionales prioritarias para cada par de actores; entre las que se encuentran las relacionadas con el conocimiento, la promoción, la financiación, la gestión de infraestructuras y servicios, el control de impactos, la seguridad y salubridad, entre otras. Los procesos de planificación turística han de incorporar esta estructura relacional, tratando de fomentar la

participación de todos los interesados, trabajando para la integración de mecanismos que maximicen la competitividad y sostenibilidad del sistema turístico.

PALABRAS CLAVE: Sistema Turístico, Relaciones entre Agentes, Planificación Turística, Análisis Turístico, Gestión de Destinos y Redes Turísticas.

LEADERSHIP AND WELL-BEING IN THE ALGARVE HOSPITALITY

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Employees' well-being in modern organizations is a subject of growing importance as the relationship with clients' satisfaction, employee commitment and even sometime productivity (see, for example the Gallup studies) gains consistency. Many organizations try to develop behaviours that increase well-being amongst employees. The study in progress aims at explaining well-being in the five star hospitality. Assuming leaders play a fundamental role, one of the objectives is to explain the differences between leaders that do and do not promote well-being amongst their co-workers. A qualitative methodology allowed to design a questionnaire (the well-being promoting leadership scale – WBPLS) able to assess the theories in use (that really guide people's behaviour), rather than espoused theories, as Argyris (1999) stated. A pilot study was implemented in two five star hotels, in May, 2010, in order to test the methodology. 132 employees answered the WBPL scale and 12 interviews were carried out with employees and managers. The first results show that the leaders' behaviour may be organized in two main dimensions – Flexibility and Sociability, corroborated by the interviews. This study may contribute to the improvement of management systems focused on employees' well-being in high quality hospitality.

KEYWORDS: Leadership, Well-Being, Hospitality, Tourism Experience, Good Practices.

STRATEGIC TOOLS FOR DECISION SUPPORT: THE REGIONAL TOURISM OBSERVATORY OF ALENTEJO

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In a background of increasing competition between tourism destinations, the issue of information takes on a more pressing nature. The responsible bodies for destination management, either nationally or regionally, should equip themselves with tools to monitor tourism activity in their territories, and that provide timely and reliable information on their evolution, trends, dynamics and market position. The Regional Tourism Observatory of Alentejo is an instrument, recently created to support the decision of the Regional Tourism Board of Alentejo and private entities in the region, as it defines itself as an instrument to detect market opportunities and anticipate needs of entrepreneurship-related sector in the Alentejo. In this article, we highlight the importance of public-private partnerships in developing tools for decision support on a regional basis, focusing on the Regional Tourism Observatory of Alentejo, presenting the studies that are being developed within its framework.

KEYWORDS: Information, Regional Tourism Board, Alentejo, Tourism Observatory.

APPLYING CONSUMER BEHAVIOUR THEORY AND GRAND MODELS TO ATTENDEES BEHAVIOUR IN CONFERENCE INDUSTRY

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This study attempts to provide a rational suggestion for creating a useful theory of decision making via a qualitative review of the "grand models" of consumer behavior and then applying this theory to conference decision-making context. During past three decades many consumer behavior theories and models have been developed and become prominent research topics in various fields of consumer science. These models, labeled the "grand models" of consumer decision-making which tend to

describe the process of proceeding throughout a major buying decision as a rational problem solving approach. However, objections against use of grand models have been expressed since their introduction. The main objective of this research is to challenge these criticisms and prove that grand models are properly applicable in the context of conference decision-making based on logical discussions. Considering the fact that international convention market is growing rapidly and is attracting huge number of attendees every year, therefore the development of a reliable theory for understanding conference attendees' behavior is not only a matter of purely academic interest but also a possible contribution to convention tourism marketing practice.

KEYWORDS: Grand Models, Decision-making, Conference, Participation, Attendees.

IMPACT OF LOCAL VALUES ON DEVELOPMENT OF TOURISM IN IRAN

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As one of the world's largest industries and one of its fastest growing economic sectors, Tourism has a multitude of impacts, on nation's lives and on the environment . The impact of local values on tourism development of a country is inevitable. One of the important values associated with world heritage sites are strong elements of history, tradition, spiritual inspiration and politics. Iran, as one of the most historical places in the world, associated with unique architectural and archaeological features that provide a powerful experience for tourists. Local values of Iran could be one of the most effective elements to development of tourism in the country.

KEYWORDS: Tourism, Development of Tourism, Local Values, Cultural Heritage, Iran.

THE ROLE OF REGIONAL TOURISM AUTHORITIES IN TOURISM POLICY MONITORING. THE CASE OF GREEK RTOS.

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The increasing contribution of tourism to a country's growth renders imperative the need for state intervention. The state tourism agencies' efficiency depends however on a well-organized decentralized tourism structure; the decentralisation form varies according to the amount of competencies assigned to regional or local authorities. Decentralisation though can only be effective when Regional Tourism Offices (RTOS) are sufficiently staffed with qualified and experienced workforce and operate under a solid and trustworthy legal framework. Aim of this article is to study the operation and the efficiency of Regional Tourism Offices (RTOS) in Greece; therefore a primary survey was conducted, during which all Offices were called to answer a questionnaire whereas an interview with their Directors provided additional information. The questionnaire investigates their competencies, their structure, the percentage rate of the local agencies' employees inspecting the tourist enterprises in their area of competence as well as the problems they are facing. This article is concluded with certain proposals on the improvement of the agencies in terms of efficiency and effectiveness aiming furthermore at the improvement of the Greek national tourism product.

KEYWORDS: Regional Tourism Offices, GNTO, Tourism Policy & Management.

EL EMPRENDEDOR ACADÉMICO

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El presente artículo analiza el “empresario académico” como factor determinante en el proceso de creación de Spin off académicas en el Instituto Tecnológico de Costa Rica (ITCR), siendo la primera investigación en este campo e incluyendo variables como: personalidad, habilidades, trayectoria profesional y disposición a

implicarse en actividades empresariales. Se utiliza la metodología del estudio de caso y de los factores determinantes desarrollada por O'Shea et al., (2008).

PALABRAS CLAVE: Emprendedor Académico, Empresas Académicas, Creación de Empresas Académicas, Factores Determinantes, Empresas Académicas en Universidades Públicas Latinoamericanas.

A DYNAMIC ANALYSIS OF REPEAT VISITORS

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This paper introduces the Dynamic Probit model to analyse the underlying reasons behind repeat visits to the Azores Islands. The advantage of the model is that it allows investigating for lags in the covariates as well as for endogeneity in the covariates enabling a more accurate view of the repeat visits phenomenon in a specific tourism island destination. From the model estimation it is clear that the number of visits to the Azores Islands is a time effect that should be analyzed only with dynamic models permitting to identify persistent variables that attract the repeat tourists. The repeat tourist is supported by multiple variables such as overall satisfaction with the destination and specific satisfaction with destination attributes. However, the most important covariates are the destination attributes that are the persistent attractors of the repeat visitor. Related policy implications are derived.

KEYWORDS: Repeat Visitor, Dynamic Probit Model, Destination Attributes, Tourist Satisfaction, Destination Management.

UNDERSTANDING INNOVATION IN HOSPITALITY THROUGH THE WORDS OF INNOVATIVE MANAGERS

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Recently, researchers have become more interested in service innovation, and they describe it mostly as a process of continuous improvement of service quality, quite

different from the industrial sector, more directed to technological innovation. This paper summarizes a research designed to explain the role of hotel managers in fostering innovation in high quality hospitality industry. Within a role theory approach, interviews to 24 managers considered innovative by the employees, and six considered less innovative, were subjected to content analysis and correspondence analysis in order to extract the managers' perceptual maps. Results show the differences between innovative and non innovative managers self perceptions and its implications in service innovation. This research suggested ways that can be used to bring better results to the hospitality organizations, and stressed the value of employee creativity in the management process.

KEYWORDS: Service Innovation, Innovative Leadership, Organizational Creativity, Hospitality.

EVOLUÇÃO DAS ATITUDES DOS EMPRESÁRIOS NAS EMPRESAS TURÍSTICAS FACE AO EMPREGO DE PESSOAS SOCIALMENTE DISCRIMINADAS

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Esta comunicação descreve parte de uma investigação longitudinal, realizada no Algarve, com o objectivo de conhecer as atitudes dos empresários face ao emprego de pessoas socialmente discriminadas. O mesmo questionário foi passado em 1997, 2003 e 2010 para avaliar as atitudes face à admissão:

- de estagiários;
- após formação;
- na própria empresa;
- nas empresas dos outros.

Apresentam-se os resultados relativos ao sector turístico, mostrando que os empresários classificam as populações em três grandes grupos: sem risco de admissão (mulheres), de risco intermédio (homossexuais, imigrantes) e de muito risco (ex-toxicodependentes). Em 2003, constatava-se um aumento da tolerância face às diferentes populações, tendência essa que se inverteu em 2010, manifestando-se uma atitude mais defensiva face ao emprego destes grupos, a que não será estranha a

actual conjuntura económico-social. A atitude de deseabilidade social, que leva os empresários a aceitar melhor qualquer dos grupos na sua empresa do que nas empresas dos outros, mantém-se, bem como o facto de a formação profissional ser um factor importante de aceitação. O pessimismo do actual discurso social deixa prever um aumento da discriminação, dificultando soluções de integração que permitam aproveitar cabalmente o potencial humano tão necessário ao desenvolvimento das sociedades.

PALAVRAS-CHAVE: Atitudes, Emprego, Empresas Turísticas, Deseabilidade Social, Discriminação Social.

EL CAPITAL INTELECTUAL EN LOS DESTINOS TURÍSTICOS: ELEMENTOS E INTERRELACIONES

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El presente artículo tiene como objetivo abordar la importancia del capital intelectual y de sus elementos en los destinos turísticos por medio de la exposición de aportaciones teóricas, así como por la presentación de los resultados de una consulta a expertos internacionales (por medio la aplicación de una adaptación de la metodología ISM - *Interpretative Structural Modelling* - de Warfield) de la influencia de los elementos de capital intelectual entre sí, para determinar cuales son los elementos más influyentes sobre el resto. Las conclusiones por tanto incluyen la conceptualización de los principales elementos del capital intelectual de los destinos turísticos y también los resultados de la consulta a expertos internacionales sobre la influencia de los elementos del capital intelectual y especialmente el papel del conocimiento dentro de los mismos. La finalidad del presente artículo es concluir con una definición de capital intelectual, con una estructura definida de elementos intangibles de los destinos turísticos y de su influencia, de modo que se puedan diferenciar los elementos más influenciados de los más influyentes.

PALABRAS CLAVE: Capital intelectual, destino turístico, gestión del conocimiento, intangibles.

TOURISM AND BIOSPHERE RESERVES: THE CASE OF EASTERN CANARY ISLANDS

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En el presente trabajo abordamos la afección que supone declarar un territorio reserva de la biosfera para su posterior desarrollo turístico. Nuestro ámbito de estudio constituye la parte oriental del Archipiélago Canario, esto es las islas de Lanzarote, Fuerteventura y Gran Canaria. El trabajo se ha elaborado a partir de un exhaustivo trabajo de campo con numerosas visitas al ámbito de estudio que nos permitieron aportar algunas valoraciones cualitativas de estos espacios reservas de la biosfera; también se han acudido a fuentes documentales y por último se ha obtenido información bibliográfica de Canarias en general, y de la reserva de la biosfera en particular. En definitiva este trabajo demuestra como los turismos complementarios al sol y la playa han aprovechado las figuras de protección, en particular la denominación de reserva de la biosfera, para poder desarrollarse de forma conveniente aunque no de manera sostenible.

PALABRAS CLAVES: Reserva Biosfera, Canarias Orientales, Sol y Playa, Evolución Turística, Sostenibilidad.

A TRANSLATION-ORIENTED TOURISM TERM BANK*

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All institutions and businesses that export their products and services around the world need appropriate bilingual or multilingual term banks to fulfil their communicative and commercial needs. This paper examines the methodology used in the creation of a translation-oriented tourism term bank based on Portuguese informational texts and their English versions. It addresses the following topics: corpus constitution; creation of a subject-field classification system for the area of tourism; extraction of candidate terms with term-extraction tools; extraction of semantic relations, and terminology record completion with conceptual, linguistic and pragmatic information.

KEYWORDS: Tourism Terminology, Term Banks, Corpus, Brochures, Websites.

** This paper will be presented in Portuguese*

**O DESPERTAR DO TURISMO NO BRASIL: A DÉCADA DE 1970
THE AWAKENING OF TOURISM IN BRAZIL: THE DECADE OF 1970.**

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Diante da expansão ocorrida nos últimos anos no campo da história e do renovado prestígio dos estudos históricos em geral, consideramos interessante analisar aspectos históricos do turismo. Esses aspectos têm sido objeto de preocupação de nossas pesquisas com o objetivo de configurar a história do Turismo no Brasil como campo de produção de pesquisa e ensino. A partir dessas pesquisas, é possível destacar a década de 1970 como um período significativo da história do turismo do Brasil. Assim, nosso objetivo é analisar o contexto turístico brasileiro na década de 1970. A pesquisa foi realizada a partir de fontes bibliográficas e documentais, especialmente o jornal “Correio do Povo”, o qual na década de 1970 diariamente publicava textos sobre turismo. Assim, é possível verificar que esta década se destacou pelos investimentos em infra-estrutura básica e em serviços turísticos, principalmente a hotelaria; pelo surgimento dos primeiros cursos superiores de turismo e dos primeiros congressos científicos da área; e pelo incentivo do governo para o desenvolvimento da atividade. O cenário político, social e econômico da época é por demais revelador no que diz respeito à natureza e função da atividade turística, demonstrando as forças sociais que foram responsáveis por sua gênese e posterior desenvolvimento.

PALAVRAS-CHAVE: Brasil, Turismo, Década de 1970.

TRUST AND INVOLVEMENT IN TOURISM SOCIAL MEDIA

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More and more tourists are experienced users of electronic social media and intensive information consumers, both before, during and after their journeys. While social media utilization is increasingly relevant as tourism practice, there is still a deficiency of empirical research on the possible social media sources impact on tourists' perception and decision-making. Based on a survey of departing international holidaymakers in a mature Mediterranean destination, the paper analyses the relations between Web 1.0 and Web 2.0 tourist information sources and the influence of marketer-dominated and other sources on vacationers. The study presents empirical evidence of the trustworthiness of social media platforms and examines tourists' motivations for the developing and sharing of virtual content. It critically analyses technological mediation through electronic word-of-mouth and motivational factors related to the virtual dissemination of travel narratives. Finally, the paper also discusses information intensity, hedonic aspects and utilitarian values of tourist information in relation to interaction aspects of social media, in a context of destination choice and online booking.

KEYWORDS: Information Search, Social Media, Electronic Word-Of-Mouth, Trustworthiness, Destination Choice.

**DESARROLLO DE UNA POLITICA DE GESTIÓN DE CRISIS PARA
DESASTRES EN EL TURISMO**

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Cualquier destino turístico está expuesto a acontecimientos negativos que por su gravedad o imprevisibilidad pueden llegar a producir una crisis. En estas situaciones la planificación y preparación es un elemento clave debido a la falta de control y a la necesidad de actuar con rapidez. En este trabajo se identifican las características que debe tener la gestión de crisis en el turismo -holística, estratégica y proactiva- y se

analizan tres modelos principales de gestión de crisis agrupándolos un modelo integrado. Por parte de la administración pública es una prioridad gestionar el desastre y proporcionar la ayuda necesaria al sector privado. Se propone un mapa de seis etapas para el desarrollo de una política de gestión de crisis que guarda coherencia con la estructura de los modelos estratégicos planteados en los últimos años. Las organizaciones autonómicas de promoción turística son las entidades idóneas para llevarlo a cabo.

PALABRAS CLAVE: Gestión de Crisis, Modelos Estratégicos, Política Turística, Planificación, Proactividad.

PUBLIC TOURISM MANAGEMENT. CASE STUDY OF THE GREEK TOURISM OFFICE IN MOSCOW

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In the last decade Russia demonstrates a constant growth of its national income resulting to the increase of the Russian citizens' tourism streams to the foreign countries. As the Russian tourists are getting desirable to the destination places due to their high consumer expenditure, Russia becomes a new source of tourists especially for the countries of the Mediterranean Sea. One of the Mediterranean destination countries of the Russian tourists is Greece. Greece's objective is to attract as many Russian tourists as possible and for this reason is trying to develop the Greek-Russian relations. Particularly in the tourism sector, Greece is attempting to promote its tourism product in Russia and to convince the Russian citizens for its quality and attractiveness. For the achievement of this objective a specific administrative unit, with exclusive competence on tourism sector, has been founded in Moscow. This unit is being staffed by specialized executives and is supervised by the Greek National Tourism Organization that constitutes the executive tourism agent of the Greek Ministry of Tourism & Culture. This administrative unit is called Office of the GNTO-Greek National Tourism Organization- in Moscow. This article aims at the study of the structure, organization and function of the Greek tourism office in Moscow, the registration, analysis and evaluation of its activities. Among its objectives is the submission of proposals that will set the appropriate tourism policy, the application of which, by the Office of GNTO in Moscow, will enhance Greece's

competitiveness among the Mediterranean countries and will result to the gain of a bigger share in the Russian tourism market.

KEYWORDS: Greek-Russian Tourism, Office of Greek Tourism, Moscow.Marketer-Dominated and other Sources on Vacationers.

ALGUNAS REFLEXIONES EN TORNO A LA CONFIGURACIÓN JURÍDICO-TRIBUTARIA DEL TURISMO RESIDENCIAL EN ESPAÑA

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El turismo residencial ha hecho aflorar un bloque normativo de carácter interdisciplinar que servirá de base al análisis de la tributación del inmueble para uso vacacional. En primer término se repasa la tributación de sujetos no residentes en relación con las operaciones inmobiliarias destinadas al turismo estacional, puesto que en décadas precedentes han sido los mayores demandantes de inmuebles destinados a una finalidad diferente a la de vivienda. Las disposiciones contenidas en la legislación civil sobre arrendamientos urbanos instaura las claves para diferenciar cuándo un arrendamiento incluye el uso de un inmueble destinado a residencia permanente y cuándo a turismo vacacional. La reflexión no es superflua, puesto que de ello se desprenderá una menor tributación. Las exigencias de los Tribunales Económico-Administrativos referidas a la necesidad de que la finalidad del arrendamiento conste en el contrato choca frontalmente con la libertad de forma que permite la Ley de Arrendamientos Urbanos. Finalmente, examinaremos los términos en los que se ha pronunciado la AEAT en relación a la aplicación de determinados beneficios fiscales destinados a la vivienda cuando no queda suficientemente claro el uso del inmueble. El respeto de los requisitos exigidos para considerar un inmueble como vivienda habitual guiará las argumentaciones de la Administración Tributaria.

PALABRAS CLAVE: Turismo Residencial, Arrendamiento, Vivienda Habitual, Derecho Inmobiliario, Legislación Estatal.

JORNALISMO: LEITURAS, FILTROS E OLHARES DA OFERTA DA INFORMAÇÃO - ESTUDO DE CASO SOBRE OS REFLEXOS DA VEICULAÇÃO DAS MATÉRIAS DO DESTINO TURÍSTICO FOZ DO IGUAÇU – PR

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O turismo está diretamente relacionado com os processos de comunicação, especialmente quando a abordagem enfoca a tomada de decisão por parte do turista ao optar por uma destinação. A mídia de massa tem papel vital na imagem de uma localidade, e pode exercer influências prejudiciais quando a notícia é dramatizada ou tratada de forma depreciativa, sensacionalista. Neste sentido, objetiva-se neste estudo, investigar os reflexos das matérias jornalísticas com o turismo do destino. Especificamente identificar matérias relacionadas ao turismo que demonstram fatos positivos e negativos da localidade; comparar o período das veiculações com o fluxo sazonal do destino turístico; e por fim, discutir os reflexos das reportagens no turismo. O método possui caráter exploratório (bibliográfico e documental), qualitativo (observação participante) e estudo de caso. Foram captados dados do jornal local “Gazeta do Iguazu” e vídeos de reportagens nacionais da Rede Globo de Televisão e demais emissoras (captados do site youtube). Como resultado, destaca-se que a veiculação da matéria jornalística, sendo positiva ou não, reflete na oscilação do fluxo de turistas, destarte, a oferta informativa, pode contribuir com a percepção turística da cidade.

PALAVRAS-CHAVE: Jornalismo, Mídia, Turismo, Foz do Iguazu, Comunicação.

BIKE USAGE AND CYCLE TOURISM: THE PATTERN OF PORTUGUESE ASSOCIATED BIKE RIDERS

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Cycling and other forms of sustainable tourism are expanding fast due to the rise of health and environmental concerns of many tourists. Although more conventional operators and students of the tourism industry still regard these groups as members of budget conscious back pack travellers, there is a growing awareness that this view may be misplaced. This study is the first comprehensive analysis and profiling of regular bike users. We use the data base of FPCUB, the Portuguese leisure and transport cycling federation to assess the age, gender, residence location and professional pattern of bike users. Our results confirm that the typical biker is a male, in his mid-40s and middle or high income.

KEYWORDS: Cycle Tourist, Sustainable Tourism, Portugal, Pattern of Bike Riders.

WINE TOURISM IN ALENTEJO – TOWARDS A CONCEPTUAL FRAMEWORK

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Alentejo has a long tradition in wine production. However, it's only in the past decade that investors, tourism industry professionals and other regional strategic players began recognising the link between the tourism industry and wine as a relevant factor of regional development and sustainability of its economy. In fact, at global level, wine tourism is an economic activity of rising importance with several potential positive impacts and this explains why countries and regions with a strategic vision of the future integrate it in their tourism strategies. On the other hand, the fierce competition among international destinations, unthinkable until very recently, highlights the need for their differentiation and strategic (re)positioning, based on their endogenous and really distinctive resources. In this context, it is essential to understand the structural dimensions of wine tourism, its dynamics and interactions, in order to develop an appropriate model for the Alentejo region.

KEYWORDS: Wine Tourism, Tourism Product, Governance, Travel Motivations, Marketing.

ESTUDO COMPARATIVO DE DESENVOLVIMENTO LOCAL ENTRE OS MUNICÍPIOS DE CAMBORIÚ E DE BALNEÁRIO CAMBORIÚ/SC – UMA PROXIMIDADE DISTANTE

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O desenvolvimento local dos municípios brasileiros costuma ser diferenciado por componentes específicos regionais. Devido à proximidade dos municípios de Camboriú e de Balneário Camboriú, este estudo tem como objetivo principal analisar o desenvolvimento destes municípios comparando aspectos sociais, econômicos e de infraestrutura que justifiquem a atual situação contrastante, juntamente com o potencial turístico da região. A coleta de informações ocorreu através de levantamentos realizados nas principais fontes de dados, disponíveis em meio eletrônico, como o instituto brasileiro de geografia e estatística (IBGE), o serviço brasileiro de apoio às micro e pequenas empresas (SEBRAE) e o programa das nações unidas para o desenvolvimento (PNUD). Os principais resultados identificaram que a distância entre esses dois municípios é inversamente proporcional aos resultados de desenvolvimento de cada um. Apesar de esses municípios serem separados apenas por uma rodovia, a BR101, os índices relativos ao desenvolvimento de cada município são bastante díspares. Alguns motivos que podem justificar essa disparidade são a especulação imobiliária, altos valores de produto interno bruto (PIB) e um maior índice de escolaridade, fazendo com que Balneário Camboriú ocupe a 7ª posição no índice de desenvolvimento humano (IDH) brasileiro em contraponto ao município de Camboriú, que ocupa a 1.478ª posição.

PALAVRAS-CHAVE: Desenvolvimento Local, Turismo, Município de Camboriú e de Balneário Camboriú – SC.

O BALANCED SCORECARD NA HOTELARIA E TURISMO

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O presente trabalho tem por objectivo contribuir para o conhecimento sobre o Balanced Scorecard e a avaliação de desempenho na hotelaria e no turismo. Como objectivos mais específicos podem-se definir os seguintes: analisar se existem diferenças significativas entre o que a teoria define como sistemas de avaliação do desempenho adequados para este sector, e os métodos efectivamente utilizados pelos hotéis; identificar contradições entre os estudos empíricos já realizados, as quais justificam nova investigação. Para tal, foi realizada uma revisão da teoria sobre os sistemas de avaliação do desempenho e uma revisão de estudos empíricos que reportam quais os métodos utilizados pelos hotéis e empresas turísticas. Concluímos que existe uma divergência entre o que a teoria considera métodos de avaliação do desempenho adequados e os efectivamente utilizados pelos hotéis. Esta divergência manifesta-se em dois factores: baixa taxa de utilização do BSC e a adaptação do modelo aos objectivos particulares de cada hotel. Podemos também concluir que os estudos empíricos revistos apresentam contradições entre si, nomeadamente sobre: a existência de uma associação entre a satisfação dos trabalhadores e a satisfação dos clientes; a existência de uma associação entre a performance dos hotéis e o facto de pertencerem ou não a cadeias hoteleiras.

PALAVRAS-CHAVES: Balanced Scorecard, Avaliação de Desempenho, Hotelaria, Turismo.

MUDANÇA NOS SISTEMAS DE CONTROLO DE GESTÃO: FACTORES POTENCIADORES E INIBIDORES EM HOTÉIS DE CINCO ESTRELAS

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O presente trabalho tem por objectivo contribuir para o conhecimento sobre a mudança nos sistemas de controlo de gestão dos hotéis de 5 estrelas em Portugal continental. Como objectivos mais específicos podem-se definir os seguintes: identificar os principais factores que dão origem à mudança; identificar os inibidores dessa mesma mudança. Para atingir estes objectivos foi realizado um questionário a 45 dos 52 hotéis de cinco estrelas em Portugal continental. Foi encontrada uma relação estatisticamente significativa entre a mudança e a dimensão do hotel, no sentido de que a mudança foi mais frequente nos maiores hotéis. Os resultados obtidos permitem ainda concluir que os principais factores impulsionadores da mudança são a necessidade sentida por parte da gestão de melhorar tanto ao nível da

eficiência como da produtividade. De um modo geral podemos salientar que não foi destacado nenhum factor como sendo muito importante ou importante para a inibição da mudança do controlo de gestão, os factores que foram apontados como sendo de importância média estão relacionados com a satisfação com os sistemas actualmente utilizados, e com a incompatibilidade da mudança com outros sistemas e práticas já existentes no hotel.

PALAVRAS-CHAVE: Mudança, Controlo de Gestão, Contabilidade de Gestão, Hotelaria.

**CONSERVAÇÃO, INOVAÇÃO, VISITAÇÃO: FORMAS DE GESTÃO
TURÍSTICA E EDUCATIVA DO PATRIMÔNIO GEOGRÁFICO
CONSERVATION, INNOVATION, VISITATION: FORMS OF TOURISM
MANAGEMENT AND EDUCATIONAL OF GEOGRAPHIC HERITAGE**

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O estudo apresenta a primeira fase de uma investigação que liga património geográfico e turismo patrimonial, via processo educativo. Seguindo a proposta imaginativa racionalidade científica, estudos epistémico desenvolvido por Gaston Bachelard, ou obras de texto com o exemplo de duas grandes áreas vizinhas de propriedade em Andaluzia: O Santuário de N. S. do Rocío e Espaço Doñana (Huelva). A metodologia inicia-se com o princípio de que o conceito de "espacialidade" pode ser traduzida como "níveis" de compreensão e de abordagem a estes espaços, para promovê-los ao estatuto de igualdade na educação. São eles, a conservação (que apresenta os patrimónios envolvidos), a inovação, com seus desafios e abordagem proposta deles na educação, e visitação, o que aumenta o património intangível das festas e celebrações como forma de diálogo sensibilidade e formação de professores comprometidos com a equidade. Como resultado, tentar exercer uma fronteira simbólica que pode ser separado e não um desafio, mas não pode negar que ele é o eixo de comunicação, atividades educativas e práticas de gestão do turismo patrimonial. O estudo é completado por colocar o jogo visível / invisível na projecção da festa como eixo na captura do processo turístico de visitação.

PALAVRAS-CHAVE: Santuário, Visitação, Espacialidade, Educação Patrimonial, Turismo Patrimonial.

**OS IMPACTOS DO TURISMO: O CASO DA VIAGEM MEDIEVAL DE
SANTA MARIA DA FEIRA**

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Esta pesquisa tem por objectivo analisar a percepção da população e das instituições locais sobre os impactos - económicos, sociais, culturais e ambientais, causados pelo evento Viagem Medieval em Santa Maria da Feira (SMF). Para o efeito, for seguido um design descritivo, tendo sido aplicados 352 questionários junto de entidades e da população. As principais conclusões apontam para: O maior impacto económico positivo é o aumento do volume de transacções comerciais. A valorização e preservação do património histórico e cultural é o impacto sociocultural considerado mais positivo. O maior impacto negativo decorrente do evento refere-se ao aumento do congestionamento e tráfego urbano. A utilização racional dos espaços é considerado o maior impacto ambiental positivo decorrente do evento. O contributo dos impactos gerados pelo evento para o desenvolvimento de SMF, é de cerca de 32%.

KEYWORDS: Turismo, Eventos, Impactos.

**EMPOWERMENT ORGANIZACIONAL Y CLIMA DE SERVICIOS EN
EMPLEADOS DE CONTACTO DE ESTABLECIMIENTOS
HOTELEROS**

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Un clima de servicio centrado en el esfuerzo y competencia de los empleados de contacto a la hora de ofrecer un servicio de calidad implica no solo experiencias positivas para los clientes sino también la percepción de la calidad dada (Schneider, White, & Paul). No obstante, la manera en que reaccionan los empleados a estas prácticas organizacionales es importante para la comprensión de como el clima se crea

y es compartido por las personas. Las hipótesis de este estudio son: 1) el clima de servicios mediará la relación entre el empowerment organizacional y la calidad de servicio funcional percibida; 2) el clima de servicios mediará la relación entre el empowerment organizacional y la calidad de servicio relacional percibida. La muestra se compone por 428 empleados de contacto (recepción, restauración) de 46 hoteles de Andalucía (España). Los instrumentos utilizados fueron la escala de empowerment organizacional de Mendoza, León, Orgambidez, & Borrego (2009), una versión reducida, traducida y utilizada por Salanova, et al. (2005) de la escala de Clima de Servicios Global de Schneider, et al. (1998), y la escala de calidad de servicio de Sánchez-Hernández, Martínez-Tur, Peiró, & Ramos (2009). Se calcularon los coeficientes Sobel para verificar la existencia de mediación. No se obtuvo apoyo para la H1. Se obtuvo apoyo para la H2: los resultados indicaron la existencia de una mediación total (Sobel z-value = 8.42; Sobel z-value = 8.40, Sobel z-value = 8.28, $p < .001$) entre empowerment organizacional y clima de servicios sobre la calidad relacional percibida. Mayores niveles de empowerment organizacional y de clima de servicios se relacionan con una mayor percepción de la calidad relacional del servicio dado por los empleados: a medida que desarrollan habilidades, poseen protocolos e información, se sienten más competentes para afrontar las situaciones laborales.

PALAVRAS-CHAVE: Empowerment, Clima de Servicio, Calidad de Servicio.

CRITICAL SUCCESS FACTORS OF A TOURIST DESTINATION IN THE CARIBBEAN

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This article presents a model of the Critical Success Factors of a tourist destination located in the Caribbean area, where there are other destinations, some already well-established and others emerging. In this context, this research will be of value not only for understanding the attractions of the destination as a tourism offer from the customers' perspective, but also for the design of the most effective strategies and policies to ensure the sustainability of the destination, the competitiveness of the companies providing tourist services, etc., and for encouraging management chains to invest and participate in the area, and particularly in the destination studied. The methodology employed is that of Fuzzy Cognitive Maps based on a content analysis as a tool of strategic diagnosis; this is the principal contribution of the study. This

approach has enabled us to reach important conclusions on the central elements to be strengthened in formulating differentiation strategies that would allow an integrated outcome for the destination, through those factors that should ensure its success.

KEYWORDS: Strategic Analysis, Tourist Destination, Critical Success Factors, Fuzzy Cognitive Maps, Caribbean.

SATISFACTION OF TOURISTS IN AZORES RURAL TOURISM

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Measuring the satisfaction of tourists who are staying in tourist facilities in rural areas plays an important role in the management of the service and the consequent success of companies that engage in this activity. Given the importance of this matter for the owners and managers of establishments and for those involved with the sector (government, travel agencies, marketers), we intend to provide some clues to a better service quality management. We proceeded to an analysis of concepts Motivation, Performance, Importance and Satisfaction in order to determine the dynamic of those issues and draw the conceptual framework. The data collected by questionnaire, which sought to tourists in tourist facilities at rural areas in the Azores region during the second half of 2009, were analyzed based on the instruments that the review of the literature indicated as the most appropriate (SERVQUAL, ANOVA, analysis Multiple Regression). The study revealed that in general tourists are satisfied with the service provided by facilities, but some doubts arise with regard to some aspects related to the destination, such as the accessibility to the region, the price level, the signage and the tourism information on the island.

KEYWORDS: Satisfaction, Performance, Importance, Motivation, Rural Tourism.

'A TRUE FEELING OF AUTHENTIC PORTUGUESE GOLF? THE DISCURSIVE CONSTRUCTION OF THE ALGARVE REGION IN PORTUGUESE GOLF WEBSITES

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In an increasingly competitive global marketplace, the need for golf destinations to differentiate themselves from competitors has become more critical than ever. This paper raises questions about the promotional strategies employed by the golf sector in the Algarve, focusing on internet communication strategies, since this medium has become the biggest driving force towards the commoditisation of all aspects of the tourism experience. By offering a complementary perspective to the field of (critical) tourism studies, and drawing on a qualitative, multi-modal discourse analysis, this work-in-progress looks at the particular ways that representations and images presented on the Algarve golf websites constitute and frame identities (of people and places) and socio-spatial relationships. This paper analyses a corpus of 45 texts collected from official websites of the 40 Algarve golf courses and from five entities which promote the Algarve as a golf destination, along with the golf images that are displayed alongside them. Findings point to salient discursive and visual representations of a global setting enjoyed by the global elite. Whereas the courses' positioning in relation to their regional competitors draws on similar discursive strategies which reflect those used in tourism advertising discourses in general – e.g. reiteration of explicit comparisons, superlatives and hyperbolic statements –, representations of local emplacedness are not salient; in some cases local place seems to have been almost intentionally suppressed.

KEYWORDS: Branding, Algarve Golf Websites, Multi-Modal Discourse Analysis.

COLLABORATIVE DESTINATION MARKETING MARKETING COLABORATIVO DE DESTINOS TURÍSTICOS

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Collaborative destination marketing has been a major topic in tourism research. Several studies have been conducted on the subject, and researchers developed various models that try to understand and explain this issue. In this article, we make a literature review with the purpose of systematizing the several contributions to the topic, presenting different approaches to it, critically analyze various models proposed, and discuss the main issues regarding the subject. The paper also illustrates the intimate relationship between destination marketing and networking, in developing collaborative destination marketing strategies. At the end of the article, a synthesis of the elements involved in collaborative destination marketing is presented within a theoretical framework. Collaborative destination marketing must be seen as a dynamic process happening in a certain context, it is initiated with a specific purpose, involving diversified actors performing integrated activities, and leading to different types of outputs with added value to its stakeholders.

KEYWORDS: Destination Marketing, Collaboration, Networks, Tourism Alliances, Destination Development.

ENVIRONMENTAL FACTORS INFLUENCING TOURISTS' EXPERIENCE TO SOUTH AFRICAN NATIONAL PARKS

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The conservation role of South African National Parks (SANParks) is primarily to protect South Africa's biodiversity which is ranked third in the world (Spenceley, 2005: 141; Retief, 2006: 104). Land under conservation and managed of SANParks increases, whereas government funding decreases. To compensate for the lack in enough government funding, SANParks are becoming correspondingly more dependent on income generated through tourism to support conservation (Phillips, 2009). As a result, SANParks management is being pressured to permit more tourists to enter national parks to cover the shortcomings of government funding. However, the rising number of tourists to national parks led to increased environmental impacts (Shafer & Inglis, 2000: 73). These environmental impacts not only affect the sustainability of the natural environment but also impacts upon on the experience of tourists to national parks (Hillery, Nancarrow, Griffen & Syme, 2001: 853; Chin, Moore, Wallington & Dowling, 2000: 21). Research done by Deng and Bender (2007:

183) and Alant and Bruwer (2004: 34) furthermore established that visitation frequency of tourists to natural areas will influence their perception regarding environmental impacts. Consequently, to sustain tourism to national parks it is imperative for the park management to identify environmental impacts caused by tourism that will reflect negatively on the experience of tourists to national parks (Bresler, 2007: 167).

HOTEL-INVESTMENTS RISK FACTORS IN HUNGARIAN HEALTH- AND WELLNESS TOURISM

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As a result of the major trends in world tourism there have been significant investments in Hungarian health and wellness hotel sector. Nowadays about 150 hotels are being managed in this sector, with 14.953 (health) and 17.749 (wellness) beds, but is worth knowing, that these are running with about 60 (health) and 50 (wellness) percent of occupancy rate (<http://itthon.hu/szakmai-oldalak/letoltesek/turizmus-magyarorszagon>). The primary aim of the research is to prove that identifying risk factors is a one-off activity, attaching to the investments. The before-the-investment-identified factors are not revised during the operation of the hotel. Firstly, we define the risk factors identifying techniques and the reasons of identification. Secondly, we determine the frequency and the time of measuring risk factors while the hotel is operating. Thirdly, we unfold the reactions of hotel management on risk factor examination in the midst of working, and try to identify their risk attitudes. This research can call the attention to the weakness of risk management in one hand, and put emphasise of national supporting on other aspects on the other hand.

KEYWORDS: Health-and Wellness Tourism, Risk Factors, Hotel Operation, Risk Management.

DIVERSIDADE VEGETAL E IMPACTES AMBIENTAIS EM PERCURSOS PEDESTRES LOCALIZADOS NOS SÍTIOS DE IMPORTÂNCIA COMUNITÁRIA (SIC), NAS ILHAS DAS FLORES E SÃO MIGUEL (AÇORES - PORTUGAL).

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O presente trabalho vem adicionar esforços à conservação das áreas protegidas, que apresentam importantes aspectos ligados à preservação, principalmente no que se refere às questões de vulnerabilidade decorrentes da acção humana. Através deste trabalho, pretende-se avaliar e caracterizar a biodiversidade vegetal existente através da abundância e riqueza de espécies, assim como, os percursos pedestres que cruzam as áreas de reserva da Lagoa do Fogo (Ilha de São Miguel), Morro Alto e Costa Nordeste (Ilha das Flores) – Açores. Pretende-se ainda analisar as condições dos trilhos quanto à existência ou não de impactes ambientais, advindos dos visitantes ou de outras actividades (e.g. agro-pecuárias, utilização de veículos motorizados) desenvolvidas nas áreas. Foram amostrados 8 trilhos, sendo 6 na ilha de São Miguel (SM) e 2 na ilha das Flores (FL), onde se registou a abundância e a cobertura de espécies vegetais endémicas, nativas e introduzidas, e informações referentes as condições do solo (erosão, encharcamento), vegetação, questões de vulnerabilidade e segurança dos trilhos (sinalização, escorregadio). Os resultados apontam para a necessidade de medidas de controlo e gestão das actividades desenvolvidas, sendo imprescindível identificar os tipos de impactes causados com maior frequência.

PALAVRAS-CHAVE: Trilhos Pedestres, Vegetação, Turismo, Área Protegida.

ANÁLISE DA PROCURA TURÍSTICA ATRAVÉS DE MODELAÇÃO DINÂMICA EM MACRO PAINEL DE DADOS

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A procura turística efectuada através da Internet, reveste-se de uma importância cada vez maior em consequência do crescimento acentuado do número de reservas *online*

observado nos últimos anos, originando inclusive, o surgimento de um novo tipo de viajante: o turista mais experiente, sofisticado e sábio, o qual procura valores excepcionais nas suas viagens. A análise da procura turística actual não pode negligenciar as características do turismo electrónico, uma vez que o volume de compras de produtos turísticos efectuado através da Internet é cada vez mais acentuado. Neste contexto, os modelos de dados em painel apresentam-se como abordagem indicada para a análise da procura turística. Devido às suas características, que permitem a utilização de dados de séries temporais e seccionais, estes modelos possibilitam a inclusão de variáveis sociais e de variáveis observadas ao longo de um período de tempo. Os resultados da modelação e da estimação da procura turística, através dos dados em painel de grandes dimensões, permitem concluir que o ambiente tecnológico que envolve a actividade turística tem incentivado o aumento da procura turística e que pode ser um dos factores que a determinam na conjuntura que caracteriza a sociedade actual.

PALAVRAS-CHAVE: Dados em Macro Painel, Distribuição Electrónica em Turismo, Modelos Económicos, Procura Turística, Sistemas de Informação Turísticos.

ENSINO SUPERIOR EM TURISMO NO BRASIL : DA EXPANSÃO À DIVERSIFICAÇÃO

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O ensino superior em turismo no Brasil surgiu em 1971, com a criação do primeiro curso na Faculdade de Turismo de Anhembi (SP). A partir do final da década de 1990, ocorre uma explosão desses cursos, inquietando estudiosos da área. A preocupação em conhecer onde, como e quando a educação superior em turismo cresceu no Brasil, e de contribuir para a compreensão desse processo resultaram no presente trabalho, que tem o objetivo de configurar a expansão do ensino superior nesta área. Para alcançar o proposto, o estudo faz uso de estatísticas oficiais obtidas junto ao e-MEC, INEP, e de informações obtidas em sites oficiais dos cursos. Os resultados da investigação apontam que os movimentos do ensino superior em turismo acompanham os movimentos da Educação superior brasileira, com amplo

predomínio do setor privado, acontecendo tanto nos moldes tradicionais, como na criação de cursos tecnológicos e na modalidade de educação à distância. A expansão que ocorria há algum tempo, modifica-se com o fechamento de vários cursos, mostrando um excedente na oferta dos mesmos. Evidencia-se um distanciamento entre o número de cursos de graduação existente e a respectiva pós-graduação em nível *stricto sensu*, sinalizando para a necessidade urgente de investir nessa direção.

PALAVRAS-CHAVE: Ensino Superior de Turismo - Expansão-Diversificação.

ARE WOMEN WALKING THE FAIRWAY?

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Golf is a leisure activity constrained to women mainly due to cultural barriers existing worldwide. In 1890, the British introduced golf in Portugal; the gendered policies of the game prevailed. This reality seems difficult to overcome: 85% of golfers in Portugal are men. The study aims to understand whether Portuguese women perceive the intra-, inter- and structural factors advanced by literature; to identify the life contexts of female-golfers, to explain what moderates sports behaviour. Having built a model based on literature, we applied it to Portuguese women-golfers: 21 in-depth interviews were recorded and transcribed. The sample ranges from Portuguese national champions, to women who are initiating golf. The research results on a theoretical contribution for consumer and gender behaviour studies. The main conclusions analyzed with basis on a market-led approach permit the identification of strategic guidelines to attract potential female markets. The results indicate that structural and interpersonal factors are stronger than the intrapersonal. Cultural values persisted, while women's lifestyle hasn't changed much; these values are difficult to overcome even when women are motivated to participate in leisure. More than explicit discrimination, the exclusion of women is a cultural factor engrained in their lives, meaning that women exclude themselves, tacitly accepting discrimination.

KEYWORDS: Gender, Golf, Constraints/Facilitators factors.

A STRUCTURAL MODEL APPROACH OF RESIDENTS' PERCEPTION OF TOURISM IMPACTS IN THEIR OWN QUALITY OF LIFE: THE MUNICIPALITY OF LOULÉ, ALGARVE

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This study presents a structural equation model with eight latent variables and a set of research hypotheses to be tested. The model has been designed to measure the relationships between residents' tourism impact perceptions and their global perception of quality of life. The research aims to assess how residents' tourism impact perceptions influence the residents' quality of life perceptions, and to verify if the level of tourism development in the residence area influences this relationship. This paper presents the model, how data have been collected with a sample of 1050 residents of the municipality of Loulé, in the Algarve and the expected results.

KEYWORDS: Tourism impacts, Quality of Life, Well-being, Residents, Tourism Development, Structural Equation Modelling.

EL TURISMO CULTURAL ENOLÓGICO: SATISFACCIÓN Y CARACTERÍSTICAS DEL TURISTA

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En esta investigación presentamos un modelo teórico explicativo de la variable satisfacción del turista cultural enológico cuya aplicabilidad ha sido testada de una manera empírica en el Condado de Huelva.

PALABRAS CLAVE: Turista Cultural, Turismo Enológico, Satisfacción.

PATRIMÓNIO ARQUEOLÓGICO SUBAQUÁTICO: UM MAR DE OPORTUNIDADES EM PORTIMÃO

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Este artigo pretende demonstrar como o património arqueológico subaquático pode ser impulsor do turismo cultural na cidade de Portimão, diversificando a actividade turística protagonizada e actuando como *cluster* do turismo cultural subaquático. O turismo cultural é uma das alternativas para complementar a oferta turística aos visitantes que tem como motivação primária o turismo de sol e mar. Um dos atractivos culturais muito valorizado no concelho é o Museu de Portimão, que por sua vez preserva e promove a cultura local. Considera-se importante destacar o núcleo do património arqueológico subaquático do museu, responsável pelo resgate, preservação e promoção junto dos residentes e visitantes.

PALAVRAS-CHAVE: Turismo Cultural, Património Arqueológico Subaquático, Cluster, Museu de Portimão.

URBAN TOURIST COMPLEXES AS MULTI-PRODUCT COMPANIES: MARKET SEGMENTATION AND PRODUCT DIFFERENTIATION IN AMSTERDAM

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The purpose of this study is to investigate and model the way touristic agents in Amsterdam design and organize their products in order to satisfy the needs of tourists with different geographic origins, characteristics, motivations and purposes. Applying the concept of a multi-product firm to a city, Amsterdam is presented as a multi-product touristic city, where different suppliers offer different services to visitors and are getting benefits from the economies of scope that are generated collectively. The use of the multi-product metaphor aims to analyse how the differentiation of products contributes to meet the needs and motivations of the tourist demand. A systematic model is designed comprising the various forces as attractions with the city. The model will be fed with available tourism data, both at a micro and a meso scale of observation. A micro-simulation model will next be

developed and used, in order to analyse the individual characteristics and behaviour of tourists in Amsterdam. After this first step, a path-analysis will be developed, trying to identify the empirical forces and constraints that shape the conditions for the matching between the needs and motivations of the tourists and the services provided by the touristic agents.

KEYWORDS: Multi-Product, Segmentation, Differentiation, Micro-Simulation, Simultaneous Equations Models.

TOURISM AREA LIFE-CYCLE AND REGIONAL TOURISM ATTRACTIVENESS

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A simplified version of the Tourism Area Life-Cycle model is developed in this article, in order to identify different stages of tourism evolution among the regions (NUTS 2) of Southwest Europe (Italy, France, Spain and Portugal). This information has been included as a dummy variable in a panel data model which aims to explain regional tourism attractiveness, along the period between 2003 and 2008, including other variables related to sustainability (regional natural and cultural resources), regional innovative efforts and other elements related to tourism infrastructures and economic conditions that influence regional tourism performance. The results obtained show that 50% of the inland regions and 56% of the west coast regions are in the exploration stage while, 52% of the south coast regions are in stagnation. The most important result arising from the application of the panel data model is the identification of a clear positive relation between the regional availability of natural and cultural assets, the regional efforts on innovation and the evolution of tourism demand, suggesting that these regions are generally incorporating these local specific resources in innovative ways to differentiate their tourism supply.

KEYWORDS: Competitiveness, Sustainability, Differentiation, Life-Cycle, Region.

A PERCEÇÃO DO AMBIENTE ORGANIZACIONAL E COMPORTAMENTO ESTRATÉGICO NO PROCESSO DE TOMADA DE DECISÃO: UM ESTUDO NO SETOR DE HOSPEDAGEM DA GRANDE FLORIANÓPOLIS (SC)

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O artigo analisa frequência e intensidade dos fatores no ambiente organizacional e compara a relação entre este e comportamento estratégico de 122 pousadas na Grande Florianópolis(SC). Optou-se pela abordagem quantitativa com estratégia *survey*, utilizando métodos exploratórios multivariados. Os fatores com maior frequência no processo de decisão foram “política” e “tecnologia”, enquanto “Embratur” é a que aparece com menor frequência. Quanto à intensidade, aqueles mais considerados foram “legislação” e “sociais”. Identificou-se também que as empresas que consideram com maior frequência, no processo de decisão, “política” e “Embratur”, adotam comportamento prospector ou analista e aquelas que consideram “tecnologia” adotam comportamento defensivo. Quanto à percepção da intensidade das mudanças, quando consideram “tecnologia”, “concorrentes” e “fornecedores”, em conjunto, adotam comportamento analista e quando consideram o fator “política” adotam comportamento defensivo. Observou-se que o comportamento adotado pelos gestores quando analisadas frequência e intensidade são distintos. Se o foco do tomador de decisão for à frequência das mudanças, o comportamento será o prospector ou analista, se for à intensidade, o comportamento será o analista. Este trabalho traz novas evidências sobre como as organizações interpretam seus ambientes e se comportam. Como contribuição prática instiga os gestores a uma reflexão sobre a influência do contexto no comportamento estratégico.

PALAVRAS-CHAVE: Ambiente Organizacional, Comportamento Estratégico, Pousadas, Setor Turístico, Processo Decisório.

HOMENS EM FÉRIAS ABAIXO DO EQUADOR: QUESTIONANDO A SUSTENTABILIDADE EMPÍRICA DO CONCEITO DE *TURISMO SEXUAL*

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Com base num trabalho de campo etnográfico realizado numa praia do nordeste brasileiro frequentada por turistas masculinos europeus que se envolvem em relações de intimidade com mulheres locais, a comunicação questiona a sustentabilidade empírica do conceito de *turismo sexual* e a sua utilização como rótulo do que parece ser mais um tipo específico de turismo. Procura-se, deste modo, (i) clarificar o campo semântico do que se designa por *turismo sexual*, (ii) compreender a utilização selectiva que tende a ser feita do conceito, sobretudo em função do género dos intervenientes e da localização hemisférica do lugar turístico, (iii) aferir a sua legitimidade científica, avaliando em que medida corresponde a motivações e práticas turísticas distintivas, bem como a formas particulares de organização do mercado do lazer.

KEYWORDS: Género, Intimidades Transnacionais, *Turismo Sexual*, Crítica Epistemológica.

INFORMAÇÃO TURÍSTICA: DMC TURISMO SERRA DA ESTRELA

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O artigo estuda a importância da informação turística e a necessidade de estruturação de uma rede de organizações turísticas na região da Serra da Estrela através de uma plataforma de base tecnológica, que será desenvolvida por uma *Destiny Management Company* (DMC). O projecto DMC Turismo Serra da Estrela pretende constituir-se como uma plataforma tecnológica de trabalho para a comunidade turística, com vista à sua melhor organização e a um funcionamento eficiente em rede, partilhando conhecimento e experiências relevantes a nível regional, gerando valor acrescentado para o reconhecimento da importância das redes no Turismo nesta região. Também investigamos sobre a usabilidade e o interesse da informação turística disponível *online* com o intuito de promover uma gestão integrada de destinos turísticos e a utilidade das redes e parcerias no campo do Turismo.

PALAVRAS-CHAVE: Informação Turística; TIC, Redes, Serra da Estrela.

CO-CREATION: THE TRAVEL AGENCIES NEW FRONTIER

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Travel Agencies (TA) business model is shifting from "Sold To" (Trip Centric) to "Selling With" (Traveler Centric). The traditional system of company-centric value creation is becoming obsolete. Prahalad & Ramaswamy (2004) argue that consumer want to interact with firms and thereby co-create value. In this TA new frontier the role of the consumer has changed from isolated to connected, from unaware to informed, from passive to active. The rapid adoption of Internet as distribution channel and Social Web as a privileged communication tool between persons has pressed organizations to experiment innovative methods of interaction with consumers in computer-mediated environments. Companies must use interactive tools, create rich profiles and share workspaces, stimulating customers to produce content. It is vital listen, reach out and engage them in a two-way conversation. Virtual Communities exchange all types of information e.g. trip emotions, travel experiences or even purchase choices. Customers, employees and partners collaborate, giving companies new ideas and insights. TA organizations should observe their behavior, knock into customer creativity, recognizing and rewarding them for the contribution. Social Web has become the backbone of the travel agency value constellation. So, an internal and external corporation strategic alignment will be required, in order to expand their customer relationship, promoting themselves online and profiting with collective intelligence during co-creation experiences.

KEYWORDS: Tourism Distribution, Travel Agencies, Interactivity, Co-Creation, Social Web.

RENOVACIÓN DE DESTINOS TURÍSTICOS MADUROS, EXPERTOS Y GRUPOS DE INTERÉS, DISCURSO GLOBAL-LOCAL Y ESCENARIOS DE FUTURO: EL CASO DE BENIDORM

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En este estudio se ha llevado a cabo una aproximación cualitativa a los discursos producidos por expertos y *stakeholders* locales de un destino maduro como Benidorm sobre aspectos clave vinculados a los conceptos de madurez y renovación de destinos turísticos. Se ha tratado de establecer una clarificación conceptual de los términos a partir de la opinión de los expertos y contrastar los principios teóricos obtenidos con la percepción de dos grupos de interés locales: empresarios turísticos y responsables de la gestión turística. Así, desde una doble vertiente, teórica y práctica, se aborda en este artículo el concepto de la renovación de destinos maduros.

PALABRAS CLAVE: Renovación, Destino Turístico Maduro, Investigación Cualitativa, Expertos, *Stakeholders*.

THE TOURIST EXPERIENCE - A SEMIOTIC APPROACH

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The purpose of our research is to propose a semiotic view about how tourists develop their experiences in the destinations. The encompassing view of the tourist's experiences as processes of representation allows the understanding that every cue or touchpoint between the place and the tourists is a semiotic sign that carries meaning. These cues or signs can be used by tourists when they construct their representations of the destinations and well before they travel to these places. Our research is exploratory and we propose envisaging the tourist's experiences as a holistic apprehension of signs about the destinations. With a Peircean semiotic view one can draw implications for the tourism management theory and practice and suggest avenues of research that can be empirically developed in future research. Our

semiotic approach unveils that the tourist experience results mostly of unconscious processes that are conditioned by all the previous knowledge and the idiosyncrasies of the self of each tourist.

KEYWORDS: Experience, Destination, Representation, Semiotics, Tourism.

THE IMPORTANCE OF ASSESSING THE AESTHETIC QUALITY OF THE CULTURAL LANDSCAPE

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A more in-depth look at what is generally termed environmental impact shows that, in many cases, what we are really talking about are not environmental impacts, but rather considerable changes in the aesthetic quality of the destination's cultural landscape. In this regard, the goal of our work is to help create a methodology that will enable us objectively to assess the changes which have taken place in the aesthetic quality of the cultural landscape to ensure proper management of the cultural landscape and thus prevent the destination entering into decline. In the absence of specific indicators for assessing the change in the aesthetic quality of tourism destinations, a first approach was to test in the context of a mature tourism destination operational landscape indicators of visual quality identified in the perspective of rural landscapes.

KEYWORDS: Aesthetic Quality, Cultural Landscape, Tourism Destinations.

COMPETITIVENESS OF THE TOURISM SECTOR IN PORTUGAL – THE CASE OF BAIXO MONDEGO E BAIXO VOUGA

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Our main objective is to analyze how a great, diverse tourism offer in a quite limited geographic area, corresponding to the Baixo Mondego and Baixo Vouga, can make it more competitive. We propose to identify the territorial factors that can increase competitiveness of the tourism sector, both regionally and nationally. We intend to identify the region's most valued aspects by visitors, as well as its least praised ones; additionally, we will pinpoint existing and potential outbound travel markets, and identify those that are characterized by higher levels of wealth and touristic demand. A quantitative approach will be complemented by a qualitative analysis, based on interviews of entrepreneurial, academic and institutional entities. Deeper knowledge of the regional tourism sector will allow us to contribute to the adaptation of tourism oriented policies and strategies that would promote the role of tourism in the regional, economical development. As the relevance of the tourism sector for wealth and job creation becomes ever more acknowledged, we intend to clarify the measure to which the tourism economic impact affects the region.

KEYWORDS: Tourism Economics, Destinations Competitiveness, Sustainable Development.

A PROCURA TURÍSTICA NA REGIÃO NORTE DE PORTUGAL: MODELO LOGARITMO VS MODELO DE PRIMEIRAS DIFERENÇAS

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O principal objectivo, deste trabalho, assenta em modelar a Procura Turística na Região Norte de Portugal utilizando modelos econométricos, tendo por base o modelo linear geral. Pretende-se assim, construir um instrumento que permita obter uma visão antecipada da evolução da procura turística para a Região Norte de Portugal, uma vez que esta tem revelado, nos últimos anos, algumas potencialidades como chamariz de fluxos turísticos significativos. Para tal e como objecto de estudo utilizou-se a série temporal de turismo “Dormidas Mensais registadas, nos

estabelecimentos hoteleiros, na Região Norte de Portugal”, compreendidas entre o período de Janeiro de 1996 a Dezembro 2009. O modelo das primeiras diferenças garantiu ser adequado para explicar o comportamento da procura turística na Região Norte de Portugal.

PALAVRAS-CHAVE: Turismo, Procura Turística, Modelos Econométricos, Região Norte de Portugal.

ONLINE ADVERTISING IN THE TOURISM INDUSTRY AND ITS IMPACT ON CONSUMERS

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The study depicts the various tools of online advertising and their effects on customers, in particular tourists to the Algarve region in Portugal. The purpose of this study is to find out about the degree of Internet usage of travelers and tourists as well as their preferences in online advertising. Furthermore, modern online marketing methods are researched and compared in order to find the most successful ones. Current trends and most effective online advertising methods are researched through secondary literature, a personal interview with the marketing & sales manager of the ROBINSON Club Quinta da Ria in Portugal and a survey. Altogether 248 tourists were questioned at the Faro airport in Portugal. Through the investigation it is found out that the majority of tourists to the Algarve region uses and prefers the Internet as a medium to gain travel relevant information and to book a holiday. The literature review describes all components of online advertising as Search Marketing, interactive advertising, online public relations, viral marketing, opt-in email marketing and online partnerships. Out of these methods Search Marketing, especially sponsored listings, generate rejection, if compared to organic ranking results. Further, tourists have negative attitudes towards banner and pop-up advertising and consider them as Spam. Opt-in E-mail marketing on the other hand generates positive perceptions and as a result is one of the most successful online marketing methods. The use of social media represents a very effective, widely spread and well liked communication and advertising tool. In general, tourists have more negative attitudes towards advertising on the Internet.

KEYWORDS: Online Advertising, Tourism, Search Marketing, Interactive Advertising, Viral Marketing, E-Mail, Banner, Internet.

DETERMINANTS OF DEMAND TO THE KRUGER NATIONAL PARK DURING THE 2008/2009 ECONOMIC RECESSION

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The Kruger National Park (KNP) is one of the world's most renowned wildlife reserves. It was proclaimed in 1926 (SANParks, 2009; SA Places, 2010). The park provides an array of accommodation types (which include tented camps, chalets, bungalows and guesthouses) and recreational activities (such as game drives; photography; birding; accommodation; swimming pools and restaurants) with easy access from two South African provinces (Mpumalanga and Limpopo) as well as a small airport just outside one of the main rest camps, Skukuza. The KNP is in great demand since it is regarded as an all-inclusive holiday destination that provides tourists with a unique nature and leisure experience (Saayman & Saayman, 2009). The KNP attracts over one million visitors per annum and falls in the top five international tourist destinations in the country (Van der Merwe & Saayman, 2008: 154; Eagles & McCool, 2002: 83; Uysal *et al.*, 1994; Cook *et al.*, 2010). The popularity of the KNP was demonstrated during the 2008/2009 period when the world was gripped by an economic recession and yet the KNP still experienced a sustained growth of 1.6 percent in Accommodation Unit Occupancy (Fernando & Meedeniya, 2009; Tourism-review, 2009; SAT, 2009; WTTC, 2010; SANParks, 2009). Seeing that the world tourism figures dropped, the question arises as to why the KNP experienced a sustained growth during this period. Weaver and Lawton (2006: 69), Lickorish and Jenkins (1997: 52) as well as Page and Connell (2009: 53), point out that there are various factors that stimulate the demand for tourism and destinations such as the KNP. These factors include economic factors, social factors, demographic factors, technological factors and political factors. Weaver and Lawton (2006:69) also emphasise that these factors are interdependent and should not be considered in isolation. This is especially important because "if possible, the tourism manager will attempt to produce an exact match between the supply and the corresponding demand for a product. This is because, all other things being equal, resources that are not fully used will result in reduced profits". Identifying the determinants that play a role in visitors' demand to travel to the KNP can therefore assist management in focusing on key areas to enhance the park's appeal and attract

more people to the park, especially during tough economic times (Faulkner & Valerio, 2003: 168). Knowledge of the determinants can also ensure that the park sustains its accommodation and visitors return rate. This is especially important because SANParks generates 80 percent of its total revenue through accommodation and admission fees in the KNP (Mabunda & Wilson, 2009: 118).

KEYWORDS: South African National Parks (SANParks), Kruger National Park (KNP), Determinants of Demand, Demand, Recession.

PLACE-ATTACHMENT AND INVOLVEMENT BY TOURISTS OF NATURAL AREAS

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The combined use of the involvement and place attachment constructs is very recent in tourism research. Involvement from Marketing reflects the perceived importance and/or personal interest that consumers link to the purchase, consumption of goods, services or ideas, Place Attachment from Environmental Psychology and Geography represents the effective linkage between people and specific places. The very aim of this study is to develop a model that evaluates the relationship between the involvement and place-attachment levels. Insights from an empirical study of 615 natural areas' tourists indicate that this multi-dimensional scale incorporates constructs from both concepts - involvement and place-attachment. Discussion centers on the implications of this scale for theory development and management decisions regarding tourism marketing and services strategies. Directions for future research are also presented.

KEYWORDS: Tourism, Involvement, Place-Attachment, Travel Decision Making.

A IMPORTÂNCIA DO “FESTIVAL MED” PARA O DESENVOLVIMENTO CULTURAL E TURÍSTICO DE LOULÉ

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O turismo cultural e criativo é cada vez mais um veículo importante para o desenvolvimento económico de uma região, constituindo um factor de atractividade que potencia a competitividade do destino e nesse contexto o festival MED constitui um exemplo de uma manifestação de turismo cultural e criativo no Algarve que tem propiciado o desenvolvimento económico da cidade de Loulé e que foi o motor da regeneração e reabilitação do centro histórico. Da análise dos estudos e demais elementos que servem de base ao presente artigo resulta que o festival constitui, assim, um meio de promoção do bem-estar dos residentes e visitantes, pois permite diversificar a economia local e representa uma possibilidade de aumento dos lucros para os comerciantes da cidade e para o sector hoteleiro do concelho. Difunde a cultura e a história mediterrânicas, atrai visitantes interessados no conhecimento das tradições das nações representadas e, além do mais, atrai investimento ao concelho. O Festival Med constitui um foco de atracção turística nesta região algarvia e assume-se como um evento que projecta a notoriedade da cidade além-fronteiras, uma vez que já integra o roteiro dos festivais de “*world music*” da Europa, tendo potencial para dinamizar cada vez mais o turismo na região.

PALAVRAS-CHAVE: Turismo, Turismo Cultural e Criativo, Eventos, Desenvolvimento Local.

THE INFLUENCE OF DEMOGRAPHIC FACTORS ON TRAVEL BEHAVIOUR OF VISITORS TO NATURE-BASED PRODUCTS IN SOUTH AFRICA

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Nature-based products in South Africa are playing an increasingly important role in attracting visitors to the country. It thus becomes more important to understand the travel behaviour of visitors as this can influence future development and marketing strategies to these products. However information in this regard is lacking which creates challenges in the sustainable development of nature-based products. It is therefore the aim of this paper to determine the influence of demographic factors on travel behaviour of visitors to nature-based products in South Africa. A survey was done in 2010 which included nine National Parks in South Africa resulting in 1300 questionnaires. A factor analysis on travel motivations revealed five factors with the highest mean value obtained for ‘relaxation’. A second factor analysis for park experiences also revealed five factors with the highest mean value obtained for ‘activities and facilities. A t-test for Equality of Means was calculated for age, home language, presence of children and province, and revealed significant differences on both travel motivations and park experiences. Most differences exist on Relaxation and Learning for travel motivations and Maintenance for park experiences. An ANOVA was done on qualification and travel motivations and park preferences and revealed only one significant difference.

KEYWORDS: Nature Based Tourism, Parks, Travel Motivations, Holiday Choice Sets, Factor analysis.

MOTIVATION-BASED CLUSTERING: AN EMPIRICAL STUDY OF VISITORS TO KRUGER NATIONAL PARK IN SOUTH AFRICA

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The Kruger National Park (KNP) is a well-known, highly successful, international tourist attraction in South Africa. Competition is, however, increasing and it is important for tourism products such as this park to understand its visitors and their specific needs. This will influence growth and long-term sustainability. Tourists visit parks such as KNP for specific reasons and therefore the aim on this study is to cluster tourists by means of motivation. Quantitative research was conducted by means of two surveys [June 2009 (N = 455) and December 2009 (N= 461)], resulting in 916 questionnaires. Two factor analyses were performed – one on travel motivations and one on park experiences. For travel motivations, a four-cluster solution appeared appropriate and the clusters were labelled Cluster 1: Self-focused

Eco-thusiasts; Cluster 2: General Eco-thusiasts; Cluster 3: Social-Eco-thusiasts; and Cluster 4: Super-Eco-thusiasts. For park experiences, five factors were identified and labelled Factor 1: Staff encounters; Factor 2: Park activities; Factor 3: Park services; Factor 4: Maintenance; and Factor 5: Information provided. The results revealed similarities and differences between the clusters.

KEYWORDS: Cluster Analysis, Kruger National Park, Nature-Based Products, Market Segmentation.

HOST CITY AND NON-HOST CITY RESIDENT PERCEPTIONS OF THE 2010 SOCCER WORLD CUP

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Various role players have an influence on tourism development and tourism products such as mega events. South Africa hosted the 2010 soccer world cup which influenced various communities and the country as a whole. However the perceptions exist that host community residents received more benefits from this event than non-host community residents. This study therefore investigated host community and non-host community resident perceptions of the impacts of the 2010 soccer world cup. The survey was conducted in June 2010 where Port Elizabeth was selected as host city and Bredasdorp as non-host city. Fieldworkers collected 306 questionnaires in Bredasdorp and 300 questionnaires in Port Elizabeth by means of on-site surveys. Using a principal axis factoring method for extraction and oblimin rotation with Kaiser normalisation, 5 factors were identified for Bredasdorp, and a similar 5 were identified for Port Elizabeth. The factors were labelled as: factor 1 is community services, factor 2 is community problems, factor 3 is not labelled, factor 4 is community economy and factor 5 is community life. Cross-tabulations were done to compare the two destinations according to demographic and behavioural characteristics and a *t-test* for equality of means were calculated to determine significant differences for both cities on the extracted factors. The host city residents were in general more positive and involved in the world cup and bought on average 2.53 tickets whereas residents of the non-host city bought 0.18 tickets to matches. The results indicated that even though both cities experienced the tourism impacts of the soccer event as positive, host-city residents experienced the world cup highly positive and participated to a greater extent.

KEYWORDS: Host City, Non-Host City, Residents, Community, Factor Analysis.

RESIDENTS' PERCEPTIONS OF THE IMPACTS OF A MAJOR ARTS FESTIVAL IN SOUTH AFRICA

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Arts festivals are a growing phenomenon in South Africa and there are various festivals to choose from. The aim of these festivals is to provide unique experiences to both tourists and visitors and they should therefore focus on the development and improvement of the festivals. The major arts festivals in South Africa are annual events and therefore the opinions and roles of residents in the festival are important. The community acts as the host and to sustain their support for the festival it is important to determine their perceptions of the impacts of these festivals. Ultimately, negative attitudes towards the event and the visitors can create problems and endanger the sustainability of the festival. The ideal situation is to maximise the positive impacts and minimise the negative impacts. Quantitative research was conducted by means of a survey, in September 2010 during the Aardklop National Arts Festival (Potchefstroom). A factor analysis was done to determine the underlying impacts of the Festival on the residents, and *t-tests* and ANOVAs were used to determine differences between various demographic variables and the impact statements. The factor analysis revealed five factors that were labelled Factor 1: Positive economic impacts; Factor 2: Negative community impacts; Factor 3: Positive community impacts; Factor 4: Community opportunities; and Factor 5: Tourism impacts. This research found very few significant differences between gender, qualification and occupation regarding the factors. However, significant differences were found between the factors and number of times attended and level of interest.

KEYWORDS: Residents, Perceptions, Arts festival, Tourism impacts, Community.

RESIDENTS' PERCEPTIONS OF THE IMPACTS OF THE FIFA 2010 WORLD CUP

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Residents are considered key role-players in the tourism industry as tourism happens in and around communities. The success of a mega-event such as the FIFA 2010 World Cup is to a certain extent dependent on the attitudes of residents towards the event. South Africa went to great lengths to create positive attitudes towards the FIFA 2010 World Cup and prepared South Africans for the effects and impacts. It is, however, important to determine residents' perceptions of the impacts as this information can assist in managing future events. It is therefore the aim of this paper to determine residents' perceptions of the impacts of the event and to explore the differences between gender, age and education level on the identified tourism impacts. Quantitative research was conducted by means of a survey in June 2010 in four host cities resulting in 1 055 questionnaires. The factor analysis revealed four impacts, namely Positive community impacts, Negative community impacts, Trade impacts and Visible impacts. An ANOVA was done and significant differences were found between gender, age and occupation and the various factors, but no significant differences were found on education. It is therefore clear that certain positive and negative impacts exist and that the perceptions of tourism impacts can be influenced by certain demographic characteristics.

KEYWORDS: World Cup, Resident, Perception, Tourism impacts.

MOZAMBIQUE ISLAND: TRANSFORM A WORLD HERITAGE SITE IN A TOURISTIC DESTINATION

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Heritage is taken by the Unesco and by national governments as a good way to attract tourism. However in a global world and in a postcolonial context the reality in the ground can reveal other representations and interpretations. The local level - present by the difficulty of everyday living and the past thought memories – must be taken into account for the success or not of investments in tourism. The local context is

powerful in making the facilities or, on the contrary, bringing the local conflicts to the tourism scenarios. The Mozambique Island is a case study for understanding some of these questions. The reification of the place for tourist consumption let the “community”, the owner, in the Unesco's terms, outside of the recreated mystical past. The investors complain about the passivity of the people and reclaim changing for a better environment. The resistance for changing for a better way of live must be understood through local logic, knowledge and motivations.

KEYWORDS: Postcolonial Heritage, Community, Touristic Scenario, Touristic Commodity, Memories and Conflict.

THE ADDED VALUE FORMED BY THE ALTERNATIVE IN TOURISM

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The tourist clusters in Bulgaria do not enjoy considerable success. The status of the alternative in tourism has not reached the desired level. Often do the interested in tourism parties in Bulgaria regard the quantity of the added value, formed by the traditional /*mass*/ types and forms of tourism, as equal to the one, formed by the alternative types and forms of tourism /ATFT/. The insignificant income, realized by the supply of newly-introduced alternative types and forms in tourism, tends to discourage the few eager to risk investors. Supply is not effectively supported by the actions of the ‘*state power*’ sector. Scientists in Bulgaria argue about the uncertain and controversial issues regarding the essence of the alternative types and forms of tourism /ATFT/.The question ‘Who forms the added value in this segment and through what means?’ needs to get an answer so as the conception, regarding the future development of the alternative in tourism in Bulgaria, to be reconsidered. Thus the present article introduces the results and systematizes the conclusions from the 2-year work on the scientific project of St Cyril and Methodius University of Veliko Turnovo. The article clarifies the concept system and introduces the criteria for the distinction of the newly-introduced from the already established ATFT. The resources, being factors for the development of ATFT in the tourist cluster of Smolyan, as well as the subjects and the mechanism for the formation of the added value in the examined cluster, are identified. Lack of cluster coherence in the region has been registered and final conclusions have been drawn. Common scientific methods have been applied in the article.

KEYWORDS: Bulgaria, Cluster, Alternative in Tourism, Added Value, Institutional Subjects.

GENERATION X AND Y EXPECTATIONS ABOUT WINE TOURISM EXPERIENCES: DOURO (PORTUGAL) VERSUS NAPA VALLEY (USA)

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The wine industry has become increasingly competitive with a known surplus of wine on the global market. Many studies have concentrated their efforts on meeting the needs of the existing Baby Boomer population, aged between 44 and 65. However, to ensure sustainability, it is crucial that wineries with cellar door services explore the perceptions of the future Generations X (born between 1965 and 1977) and Y (born between 1977 and 1994) due to their segment size and buying power. The purpose of this study is to understand these market segments' perceptions, determine their demographic and psychographic profiles, using *social networking* platforms in order to assess their expectations about cellar tour experience. A theoretical framework and a quality indicators' set for the wine experience mix is proposed. This study aims to provide to wine tourism operators some insights about wine perceptions (wine quality and price) and the experience mix: exterior and interior ambiance, service and staff competencies and convenience attributes.

KEYWORDS: Generation X, Generation Y, Cellar Door Experience Mix, Wine Consumer Behaviour and Wine Tourism.

A CULTURAL PROFILE OF TOURISTS TO A JAZZ FESTIVAL IN SOUTH AFRICA

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Tourism has experienced growing internationalisation and much closer attention is now paid to the cultural characteristics of tourists and visitors and the influence

thereof on the tourism industry. Culture affects travel motivation and behaviour and a better understanding of the cultural composition of tourists will enable the tourism industry to better satisfy tourist expectations. Understanding target markets from a demographic, geographic and psychographic perspective has been done in many research studies. However an attempt to define and understand the cultural characteristics of target markets and the effect of these characteristics is essential for the success and sustainable growth of the tourism industry in South Africa. Therefore, the main objective of this research is to determine a cultural profile of visitors to a jazz festival in South Africa. An exploratory survey of visitors was conducted by means of a structured questionnaire, which was completed by 127 respondents at a Jazz Festival held in Vanderbijlpark. The statistical analysis entailed descriptive statistics and more specifically Spearman's correlations, t-tests and one-way ANOVA's. The factor analysis with varimax rotation was performed on values (8 items), rules of behaviour (17 items), and perceptions of tourism service workers (25 items). The results revealed a demographic profile of visitors and identified specific cultural characteristics. Correlations were revealed between the identified factors and age as well as length of stay.

KEYWORDS: Culture, Tourists, Perceptions, Rules of Behaviour, Market Segmentation.

REDES DE COOPERAÇÃO EM TURISMO: UM ESTUDO NAS PEQUENAS EMPRESAS HOTELEIRAS EM CURITIBA, PARANÁ

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Os objetivos deste estudo são identificar a cooperação existente entre as pequenas empresas hoteleiras e as instituições e associações voltadas para o turismo, verificar o tipo de cooperação entre as pequenas empresas do setor hoteleiro e as outras empresas turísticas e analisar as formas de cooperação entre essas empresas e o governo. Os dados foram coletados através de entrevistas pessoais semiestruturadas, realizadas com os proprietários ou gerentes dos hotéis. Foi utilizado o critério amostral por acessibilidade ou adesão, e foram feitas 43 entrevistas. A maioria dos hotéis de pequeno porte participa de associações empresariais ou entidades ligadas ao setor e consideram que é benéfica, pois permite o acesso a informações atualizadas sobre o mercado hoteleiro. A cooperação entre os hotéis e as outras empresas do

setor ocorre na maioria dos casos, no entanto, a maioria dos hotéis não coopera com outros hotéis em função da falta de confiança e lealdade entre os hoteleiros, decorrente da grande competitividade do setor e causada pelo individualismo. A grande maioria dos respondentes não considera que existe apoio do governo ao setor, pois a burocracia e o desconhecimento da atividade tornam esse apoio muito difícil.

PALAVRAS-CHAVE: Redes de Cooperação, Turismo, Setor Hoteleiro, Pequenas Empresas.

POLÍTICAS PÚBLICAS E ENOTURISMO: O PLANO DIRETOR DO VALE DOS VINHEDOS, SUL DO BRASIL

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Este artigo apresenta um estudo de caso onde são analisados os Planos Diretores – instrumentos básicos de planejamento de cidades brasileiras – dos três municípios que compõem a área geográfica denominada Vale dos Vinhedos, no sul do Brasil, tendo como objetivo analisar as políticas públicas e sua relação com o enoturismo. Foram realizadas pesquisa documental, analisando os planos e as atas das reuniões distritais e trabalho de campo envolvendo observação e entrevistas. As informações obtidas *in loco* foram confrontadas com os planos diretores identificando suas disparidades. Concluiu-se que, de modo geral, os Planos Diretores das cidades analisadas carecem de unicidade, não parecem compartilhar os interesses ligados ao enoturismo nem contemplar os interesses da coletividade, além de existirem interesses antagônicos apesar da continuidade espacial. Em contrapartida, percebe-se o interesse e o empenho dos órgãos públicos na realização de reuniões distritais e na elaboração de instrumentos de proteção e conservação do uso do solo e da paisagem.

PALAVRAS-CHAVE: Enoturismo, Vale dos Vinhedos, Políticas Públicas Brasileiras, Plano Diretor.

ANÁLISIS DEL TURISMO GASTRONÓMICO EN LA PROVINCIA DE CÓRDOBA

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En la última década se ha desarrollado una nueva modalidad de turismo rural que pretende satisfacer la demanda de un segmento de mercado relacionado con los productos alimenticios: el turismo gastronómico. Se han creado rutas gastronómicas e itinerarios en donde el turista puede observar las distintas fases de la elaboración y degustar el producto que da origen a cada ruta, la cual está avalada por un Consejo Regulador que certifica su calidad. Esta investigación analiza las rutas gastronómicas existentes en la provincia de Córdoba que están sustentadas sobre cinco productos clave: el aceite de oliva, el vino, el jamón ibérico, el mantecado y el anís. El objetivo es conocer el perfil socioeconómico del turista que demanda este tipo de turismo y la oferta existente del mismo. La metodología utilizada se basa en análisis de correlaciones. Los resultados obtenidos indican que hace falta una profesionalización del sector, y que es un tipo de turismo que puede generar rentas complementarias a los agricultores y crear empleo, especialmente en época de crisis.

PALABRAS CLAVE: Rutas Gastronómicas, Oleoturismo, Enoturismo, Desarrollo Rural, Análisis DAFO.

POLÍTICA NACIONAL DE TURISMO NO BRASIL: DA MUNICIPALIZAÇÃO À REGIONALIZAÇÃO

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A década de 1980 foi de mudanças para o mundo e para o Brasil. A queda no Muro do Berlim e a globalização são fenômenos que marcam o final do século XX. O Brasil participa desse cenário e também passa por mudanças estruturais e implanta o Plano Real que dá estabilidade e possibilita o crescimento e desenvolvimento do país. O turismo é abarcado pelo neoliberalismo como forma de atrair investimentos, investidores, melhorar infraestruturas e mudar a imagem do país. No âmbito das

políticas públicas brasileiras de turismo destacam-se dois programas que constituem o objetivo do presente trabalho que é analisar o Programa Nacional de Municipalização do Turismo e o Programa de Regionalização do Turismo considerando o contexto pós-redemocratização do Brasil e suas influências na organização do turismo nacional. Para a elaboração fez-se a opção pela análise de conteúdo dos documentos institucionais que orientaram a política pública de turismo bem como autores que investigam a temática. A partir de um mapa conceitual, construíram-se as relações entre o contexto político e o momento em que os documentos foram elaborados. Ao final do trabalho pode-se indicar que o modelo neoliberal é dominante e há o predomínio dos interesses dos agentes de mercado no contexto turístico brasileiro.

PALAVRAS-CHAVE: Brasil, Municipalização, Política Pública, Regionalização, Turismo.

IMPACTS OF SECOND HOME TOURISM ON SHAPING REGIONAL IDENTITY IN THE REGIONS WITH SIGNIFICANT RECREATIONAL FUNCTION

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This contribution represents a theoretical and methodological entrance into the research of impacts of second home tourism on shaping regional identity. It consists of a summary of international multidisciplinary theoretical concepts concerned second home tourism – transformation theory, territorial organization, suburbanization, de-urbanization, leisure and amenity migration concepts, spatial and hierarchical diffusion, tourist area life cycle, irritation theory, shift from tourist society to leisure society, residential tourism and lifestyle migration concepts, demographical change concepts, sense of home theory, behavioral concepts of shaping identity which arise from “new” regional and cultural geographies. The empirical part follows the latter theoretical concepts and is focused on analyses of the process of shaping regional identity and identity of regions in the areas with considerable concentration of settlements and municipalities with prevailing tourist function. It deals with identification of the inner development potential of localities and regions from socioeconomic and socio-cultural views. The analyses emphasize both identity of regions and belonging of residents and tourists with the territory. Informants of the field, questionnaire survey and structured interviews were residents and second home

owners and users. Conclusions indicate small differences in residents/second home owners’ opinions. Both groups performed strong local identity. Second home users are highly involved in public life and social events. Final part outlines further research directions.

KEYWORDS: Second Home, Tourism, Recreation, Regional Identity, Czechia.

O PAPEL DA INDÚSTRIA HOTELEIRA NO DESENVOLVIMENTO DO TURISMO CULTURAL SÉNIOR

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Com este trabalho pretende-se determinar o papel da indústria hoteleira e seu contributo para a valorização da experiência cultural do turista sénior no Douro. Cumpre determinar a importância do turismo cultural sénior enquanto segmento da indústria hoteleira, e averiguar o papel da indústria hoteleira na dinamização deste turismo cultural. Impõe – se determinar as principais parcerias entre a indústria hoteleira e do sector público que sustentam este turismo cultural sénior. Compreender também em que medida a classificação do Douro Vinhateiro, enquanto património mundial da humanidade, contribui para o desenvolvimento do turismo cultural da região bem como da indústria hoteleira. Metodologicamente este trabalho assentará num estudo de caso, procedendo à recolha de dados primários, com aplicação de inquérito por questionário aos directores dos hotéis da região e entidades publico-privadas. A análise terá como vectores verificar as características, importância e ascensão do turismo cultural sénior, estudar o papel da indústria hoteleira na valorização da experiência turística cultural, e reflectir sobre a relação entre a indústria hoteleira e as entidades público – privadas dinamizadoras do Turismo Cultural. Em conclusão, estudaremos o papel da indústria hoteleira no desenvolvimento deste segmento turístico no Douro e a importância das parcerias público – privadas, nomeadamente com enfoque na hotelaria

PALAVRAS-CHAVE: Turismo, Turismo Cultural, Turista Sénior.

ACERCAMIENTO A LA RESPONSABILIDAD SOCIAL EMPRESARIAL DE LAS MICROEMPRESAS DE ECOTURISMO INDÍGENA EN MEXICO

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Este trabajo está orientado a establecer los vínculos entre la responsabilidad social empresarial (RSE) y las características de las microempresas ecoturísticas indígenas en México. Se identifican los aspectos más relevantes de las dimensiones económica, social y ambiental de la RSE de estas empresas analizando las evaluaciones de uno de los programas institucionales que han apoyado esta actividad. Así mismo a través de una encuesta no aleatoria se hizo un acercamiento exploratorio al conocimiento del concepto de RSE por parte de 40 de los administradores de dichas empresas. Los resultados revelan que las acciones de responsabilidad que realizan corresponden en orden de mayor a menor importancia a las dimensiones económica, social y a la ecológica. Destaca el gran peso que como empresas comunitarias le otorgan a su compromiso social. Sin embargo, paradójicamente el cuidado del ambiente, como base natural de la sustentabilidad del propio emprendimiento empresarial es una asignatura pendiente. En general, los directivos de estas empresas desconocen aún la potencialidad de vincular su quehacer con la propuesta de la Responsabilidad Social Empresarial y por lo tanto, la posibilidad de que su ejercicio sirva como marco para un menor posicionamiento en el mercado y coadyuvante a su sobrevivencia y éxito.

PALABRAS CLAVE: Responsabilidad Social Empresarial, Ecoturismo Indígena, Sustentabilidad Empresarial, Empresas Comunitarias de Turismo, Compromiso Social y Turismo.

ECOTURISMO INDIGENA EN QUINTANA ROO, MEXICO. ESTUDIO DE CASO KANTEMO

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El objetivo de este documento es presentar un caso exitoso de ecoturismo comunitario en una comunidad maya, así como algunas de sus fortalezas, logros y obstáculos. La comunidad maya de Kantemo localizada en el sureste mexicano, hace 8 años decidió buscar una alternativa productiva a través del turismo con el objeto de aprovechar la gran riqueza paisajística y de recursos naturales con la que cuenta. En la actualidad proporciona recorridos en senderos interpretativos, paseo en canoa en la laguna, acampado, observación de aves y el espectáculo de las serpientes colgantes que le ha dado un sello particular y exclusivo a este proyecto. Su particular oferta turística y el excelente funcionamiento de su organización, constituyen sus principales fortalezas; en tanto la marginal difusión nacional e internacional de su producto y servicios turísticos, así como las actuales luchas internas por los liderazgos constituyen sus principales debilidades. Incrementar los apoyos públicos, privados y sociales, aumentar la afluencia turística y mantener los empleos y los ingresos constituyen sus principales retos.

PALABRAS CLAVE: Ecoturismo Indígena, Organización Comunitaria, Desarrollo Local.

TRAVEL MOTIVATIONS AND BEHAVIOUR OF TOURISTS TO A SOUTH AFRICAN RESORT

C. Van **VUUREN**, North West University, South Africa, clarisevv@gmail.com / Elmarie **SLABBERT**, North West University, South Africa, elmarie.slabbert@nwu.ac.za

Travel behaviour refers to the way in which tourists behave according to their attitudes before, during and after travelling. Knowledge regarding travel behaviour can assist in marketing and product planning and development which can increase the number of visitors to tourism products such as resorts. However it was found that

very little research has been conducted regarding the travel behaviour of tourists visiting South African resorts. The purpose of this study was to determine the travel behaviour and more specifically the travel motivations of tourists visiting resorts. Research was conducted by means of the distribution of questionnaires. The results indicated that the main travel motivations are resting and relaxation, enriching and learning experiences, participation in recreational activities, personal values and social experiences. These results indicated similarities with the findings of previous research studies.

KEYWORDS: Travel Behaviour, Travel Motivation, Motives, Marketing, Resorts.

MATCHING DEMAND AND SUPPLY: DEFINING KEY COMPETENCIES FOR THE HOSPITALITY INDUSTRY IN PORTUGAL

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The purpose of this study is to identify the competencies perceived as essential for future hospitality industry leaders. Additionally, it offers some reflections upon hospitality management higher education and examines the structure of portuguese undergraduate degrees in order to discuss whether the current educational offer matches specific industry demand. Both the literature review and the results of a survey with a sample of hoteliers indicate that soft skills are consistently rated as being the most important to effective performance in the field. On the other hand, an assessment of the undergraduate hospitality management programmes currently on offer in portugal show a deficit in this area. Some recommendations are presented to redress the evident discrepancies between educational programme content and perceived industry needs.

KEYWORDS: Competencies, Hospitality Industry, Hospitality Management Higher Education, Soft Skills.

AN ECOTOURISM MODEL FOR SOUTH AFRICAN NATIONAL PARKS

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South Africa boasts with twenty-one national parks which are under the management of South African National Parks (SANParks). SANParks is the leading conservation organisation in South Africa and also the largest provider of ecotourism experiences in the country. Ecotourism has become one of the world's major economic sectors with the capability to play a significant role in the sustainable development in areas where nature attracts tourists (Powell & Ham, 2008:467; Fennel, 2002:12). As an ecotourism provider it is important that SANParks implement an ecotourism model to successfully develop and manage its ecotourism products. The absence of such a model can constrain tourism products' functionality to deliver a competitive product in an extremely competitive industry (Cloete, 2001:2). Although the core pillars on which SANParks management operations are based, are aligned with ecotourism principles, it was found that no concrete model is currently in place to show how ecotourism should be developed and managed in South African National Parks. Hence the aim of this study is to determine what the key aspects for an ecotourism model in South Africa would be.

KEYWORDS: Ecotourism, Responsible Tourism, Sustainable Tourism, National Parks, Model.

LISTA DE PARTICIPANTES | LIST OF PARTICIPANTS**HORA E SALA | ROOM SCHEDULE**

Dora AGAPITO - Fri. 15:45 room 1	Elena García de Soto CAMACHO - Thurs. 9:15 room 1 Thurs. 9:45 room 7
Hetienne AGUIAR - Thurs. 9:00 room 1	Sandra M. Sánchez CAÑIZARES - Fri. 10:50 room 3
Lillian Maria de Mesquita ALEXANDRE - Thurs. 16:00 room 1	Fabio CARBONE - Thurs. 11:05 room 3
Cláudia Ribeiro de ALMEIDA – Wed. 17:15 room 2	Maria João CARNEIRO - Fri. 17:15 room 1
Helena ALMEIDA – Wed. 17:30 room 5	Filipa CARVALHO - Thurs. 17:15 room 1
Daniela Fantoni ALVARES - Fri. 9:45 room 5	Luísa CARVALHO - Thurs. 9:00 room 4 Thurs. 9:15 room 2
Marcos ÁLVAREZ-DÍAZ – Fri. 11:20 room 2	Mário João Paulo de Jesus CARVALHO - Fri. 9:45 room 4
Éricka AMORIM - Fri. 11:05 room 5	Rui CARVALHO - Fri. 15:45 room 5
José de Campos AMORIM – Fri. 9:15 room 6	Ana María CASTILLO-CANALEJO - Fri. 10:50 room 3
Vasilyeva ANASTASIA - Fri. 9:15 room 2	José Paulo Ribeiro de CASTRO - Fri. 9:45 room 3
Hans ANTONSON - Fri. 11:05 room 2	Pedro de Alcântara Bittencourt CÉSAR - Thurs. 11:20 room 3 Thurs. 15:45 room 3
Cíntia Möller ARAUJO - Thurs. 15:30 room 1	Bernardo Lazary CHEIBUB - Wed. 17:30 room 6
Xosé A. ARMESTO-LÓPEZ - Fri. 15:45 room 3	Elide Di CLEMENTE - Fri. 11:05 room 3
António AZEVEDO - Thurs. 11:20 room 6 Thurs. 17:00 room 3	Luzia Neide CORIOLANO – Thurs. 16:00 room 1
Susana Garrido AZEVEDO - Wed. 18:15 room 4	Marti CORS-IGLESIAS - Fri. 15:45 room 3
Maria da Graça BAPTISTA - Thurs. 9:30 room 1	Gemma Inmaculada Morales CORTIJO - Thurs. 9:30 room 7
Paulo BARROSO - Thurs. 9:00 room 3	Carlos COSTA – Thurs. 9:45 room 2 Thurs. 11:20 room 2 Thurs. 16:00 room 6
Borbala BENKHARD - Thurs. 10:50 room 4	Teresa COSTA - Thurs. 9:00 room 4 Thurs. 9:15 room 2
Isabel Angelica de Andrade BOCK - Fri. 10:50 room 4	Pilar CUBILES Sánchez-Pobre - Fri. 9:00 room 6
Krzysztof BORODAKO - Wed. 17:00 room 2 Fri. 17:00 room 2 Fri. 17:30 room 2	Maria José dos Santos CUNHA - Thurs. 15:30 room 3
Karin BOTHA - Fri. 10:50 room 1	Yoná da Silva DALONSO - Thurs. 15:45 room 1 Fri. 15:30 room 5
Carla Norte BRAGA - Thurs. 9:45 room 3	Eugénia Lima DEVILE - Thurs. 9:15 room 5 Thurs. 11:05 room 5
	Cíntia Elisa DHEIN - Thurs. 15:45 room 3
	Joana Afonso DIAS – Wed. 17:15 room 1
	Preslav DIMITROV - Thurs. 9:30 room 6
	Gorete DINIS - Fri. 11:05 room 4

W. H. ENGELBRECHT - Fri. 15:30 room 1
Deborah da Cunha ESTIMA - Thurs. 17:00 room 4
Sofia Teixeira EURICO – Wed. 17:00 room 5
Celeste EUSÉBIO - Wed. 18:00 room 2 | Thurs. 9:30 room 5 | Fri. 17:15 room 1
Cláudia FAIAS - Thurs. 9:30 room 1
Ana Rita FARIA – Fri. 17:00 room 4
Neda Torabi FARSANI - Thurs. 9:45 room 2
Marina Yurievna FEDOROVA - Fri. 9:30 room 2
Carlos FERNANDES - Thurs. 10:50 room 6
Paula Odete FERNANDES - Wed. 18:15 room 4 | Thurs. 17:15 room 5
José Antonio Folgado FERNÁNDEZ - Fri. 9:00 room 4
Francisco António Vaz Guedes Delgado FERRAZ - Thurs. 15:45 room 4
Ana Maria FERREIRA - Thurs. 11:20 room 2 | Thurs. 16:00 room 6 | Fri. 15:45 room 5
Leonor Fernandes FERREIRA – Fri. 17:00 room 4
Margarida Isabel Moreira FERREIRA - Thurs. 10:50 room 3
Dana FIALOVÁ - Thurs. 15:45 room 2
Ana Paula Morais Pires FIGUEIRA - Wed. 18:45 room 3
Wilson Zacarias FIGUEIREDO - Thurs. 10:50 room 5
Eva Gallardo GALLARDO - Fri. 10:50 room 3
Dolores GALLARDO-VÁZQUEZ - Thurs. 15:45 room 4
José Manoel GÂNDARA – Thurs. 9:00 room 1 | Fri. 9:15 room 4
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Adélia GODINHO - Thurs. 11:20 room 1
Mariana Selister GOMES - Thurs. 10:50 room 1
M. Belen GÓMEZ-MARTÍN - Fri. 15:45 room 3
Dinaidys GÓMEZ-SELEMENEVA - Thurs. 17:00 room 6

Ana Isabel GONÇALVES - Fri. 10:50 room 2
Debora Fittipaldi GONÇALVES - Fri. 10:50 room 5
Manuel GONZÁLEZ-GÓMEZ – Fri. 11:20 room 2
Tanya GORCHEVA - Thurs. 17:15 room 6
Pedro GOUVEIA - Wed. 18:15 room 6
João GUERREIRO – Fri. 10:50 room 2 | Fri. 17:00 room 1
Mohammad H. HADDADZADEH - Thurs. 9:00 room 6
Morteza HAGHIRI - Thurs. 10:50 room 2
Kevin HEMSWORTH - Wed. 18:30 room 4
Cláudia HENRIQUES - Wed. 18:15 room 6 | Thurs. 9:30 room 3
Uwe HERMANN - Thurs. 15:30 room 5
Francisco Acosta HERNÁNDEZ - Wed. 18:30 room 5
Jens Kr. Steen JACOBSEN - Fri. 17:30 room 1
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Martin JOST - Thurs. 17:00 room 2
Veronika JOUKES - Thurs. 9:15 room 6
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Elaine KNIGHT – Wed. 17:30 room 3
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Helen LaVAN - Thurs. 17:15 room 2
Joice LAVANDOSKI - Fri. 9:30 room 5
Domingo García Pérez de LEMA - Wed. 17:00 room 6

Fabiana de Oliveira LIMA - Wed. 18:45 room 5
Joana LIMA - Thurs. 9:30 room 5 | Thurs. 11:20 room 4
Susana LIMA - Wed. 18:00 room 2
I. LOOTS - Thurs. 11:05 room 6
Antonio Manuel Martínez LÓPEZ - Thurs. 9:15 room 4
José María Cerezo LÓPEZ - Fri. 15:30 room 4
Jesús Manuel LÓPEZ-BONILLA - Fri. 11:20 room 1
Luis Miguel LÓPEZ-BONILLA - Fri. 11:20 room 1
Tomás LÓPEZ-GUZMÁN - Fri. 15:30 room 4 | Fri. 15:45 room 4
Júlia Maria LOURENÇO - Thurs. 15:45 room 1 | Fri. 9:45 room 5 | Fri. 15:30 room 5
Janete Ruiz de MACEDO - Thurs. 16:00 room 3
Danielle Fernandes Costa MACHADO - Thurs. 11:05 room 1
Marcello de Barros Tomé MACHADO - Thurs. 9:45 room 5
Virgílio Miguel Rodrigues MACHADO - Fri. 9:45 room 6
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Arun G. MAIYA - Thurs. 9:00 room 6
B. MANNERS - Thurs. 11:05 room 2 | Fri. 15:30 room 2
Carlos Peixeira MARQUES - Wed. 18:45 room 1
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J. Rosa MARRERO-RODRÍGUEZ - Fri. 9:30 room 4
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Mirna de Lima MEDEIROS - Thurs. 11:05 room 1
Júlio da Costa MENDES - Wed. 17:00 room 3 | Wed. 18:00 room 5 | Wed. 18:30 room 1 | Fri. 15:45 room 1
Peet van der MERWE - Thurs. 9:00 room 2 | Thurs. 9:30 room 2
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Eva MILHEIRO - Thurs. 11:20 room 1 | Fri. 11:05 room 4
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Anahita Malek MOHAMMADI - Fri. 11:05 room 1
Zahra MOHEBBI - Thurs. 9:00 room 6 | Thurs. 16:00 room 2
Polyxeni MOIRA - Wed. 18:15 room 2 | Thurs. 15:30 room 6
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Ana Isabel MONIZ - Wed. 17:15 room 4 | Thurs. 15:45 room 5 | Thurs. 17:00 room 4
Ileana Pardal MONTEIRO - Wed. 18:00 room 5 | Thurs. 9:00 room 5 | Thurs. 9:30 room 4
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Diego Rodríguez-Toubes MUÑIZ - Fri. 16:00 room 4
Dimitrios MYLONOPOULOS - Wed. 18:15 room 2 | Thurs. 15:30 room 6
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Maria Manuela NETO - Thurs. 9:00 room 5
Joana Maria de Oliveira NEVES - Thurs. 17:15 room 3 | Fri. 16:00 room 1
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Peter NIJKAMP - Wed. 17:00 room 1
Catarina Rosa NUNES - Thurs. 9:45 room 1 | Fri. 11:20 room 4
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Melville SAAYMAN - Wed. 18:15 room 4 | Thurs. 9:00 room 2 | Thurs. 9:30
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Rivanda Meira TEIXEIRA - Thurs. 16:00 room 4

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Hernanda TONINI - Fri. 9:30 room 5
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Fábia TRENTIN - Thurs. 9:00 room 7
Duarte TRIGUEIROS - Fri. 17:00 room 4
Ana TRINDADE - Thurs. 9:00 room 5
Pablo Cesar UEZ - Thurs. 15:45 room 3
Jiří VÁGNER - Thurs. 15:45 room 2
Patrícia Oom do VALLE - Wed. 17:00 room 3 | Wed. 17:00 room 5 | Wed. 18:30 room 1 | Fri. 15:45 room 1
Alfonso VARGAS-SANCHÉZ – Thurs. 9:15 room 1 | Thurs. 9:15 room 4 | Thurs. 9:45 room 7
Maria Fernanda Saraiva de VASCONCELOS - Fri. 17:15 room 4
Nélia Martins VIEGAS - Fri. 16:00 room 5
C. Bertha Palomino VILLAVICENCIO - Thurs. 15:30 room 4 | Fri. 9:30 room 3
Pierre-Andre VIVIERS - Wed. 17:15 room 3 | Fri. 10:50 room 1
C. Van VUUREN - Wed. 18:00 room 1
Marina Evaristo WENCESLAU - Fri. 15:30 room 3
Daniela WILKS - Wed. 18:30 room 4
Leonie de WITT - Thurs. 9:00 room 2

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