

**TMS
ALGARVE 2022
SUSTAINABILITY
CHALLENGES
IN TOURISM,
HOSPITALITY AND
MANAGEMENT**

REAL MARINA HOTEL & SPA,
OLHÃO, PORTUGAL
**16-19 NOVEMBER
2022**

Editors:

Margarida Custódio Santos
José António C. Santos
Alexandra Rodrigues Gonçalves
Miguel Ángel Solano Sánchez

**BOOK OF
ABSTRACTS**

TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management – Tourism & Management Studies International Conference

16 - 19 November - Olhão, Portugal

PROGRAMME AND ABSTRACTS

José António C. Santos, Margarida Custódio Santos, Alexandra Rodrigues Gonçalves and Miguel Ángel Solano-Sánchez (eds.)



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E-mail contact: mmsantos@ualg.pt

Welcome to TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management

Dear Colleagues, Guests and Participants,

On behalf of the committee for the TMS ALGARVE 2022 – Tourism & Management Studies International Conference we would like to extend our hearty welcome to all participants, particularly to those who have come a long way to the Algarve, Portugal, from various places all over the world. 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 enjoy the different sessions and get together socially.

We are delighted to report that we have received over 550 proposed papers and during the next three days we will be hearing a total of 360 presentations. The organisers are grateful to the authors for their contributions and to all the reviewers for their work and time given to evaluate the volunteered submissions in detail.

We hope this conference will enable you to share comparative approaches, interdisciplinary and innovative research and develop networking opportunities by meeting other researchers both during the sessions and socially. It is also our aim to provide a platform for stimulating interdisciplinary discussions, enhancing knowledge and experience and promoting scholarly cooperation and collaborative work on various topics related to Tourism and Management.

We would like to express our gratitude to the keynote speakers **Cathy Hsu**, **Fevzi Okumus**, **James Higham**, **Marianna Sigala** and **Stefan Gössling** for

having made time in their busy agendas to attend our event and to share their knowledge with us.

Our thanks go to many people for helping make this conference happen. We would like to thank all members of the Scientific Board and the Organizing Committee.

On behalf of the TMS ALGARVE 2022 – Tourism & Management Studies International Conference, we extend a warm welcome to all researchers and participants to what promises to be a truly exciting event!

The Conference Chairs

José António C. Santos and Alexandra Rodrigues Gonçalves

How to Use this Book

Abstracts have been organized alphabetically according to the surname of the first author.

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Plenary Sessions [Room 1]

Wednesday, November 16, 2022 - 14:30-15:00

Marianna Sigala - Tourism: a Technology Forward Agenda

Thursday, November 17, 2022 - 09:00-09:30

James Higham - Code Red for Global Tourism: Moving Beyond Sustainability

Thursday, November 17, 2022 - 14:30-15:00

Fevzi Okumus - Sustainability Efforts of Rosen Hotels and Resorts

Friday, November 18, 2022 - 09:00-09:30

Cathy Hsu - Tourism Research and Publications: an Editor's Perspective

Friday, November 18, 2022 - 14:30-15:00

Stefan Gössling - Tourism and Climate Change: No More Excuses

Abstracts
Plenary Sessions



Tourism in the Metaverse: a Technology Forward Agenda

Marianna Sigala

University of Piraeus, msigala@unipi.gr

The metaverse is widely recognized as the next big thing in technology and tourism. Tourism is about immersive, meaningful and sensory-filled experiences, all characteristics that lend themselves well to the metaverse affordances. Driven by demand and pushed by industry investments, the metaverse is not a science fiction but the new tourism industry reality. This presentation discusses how the affordabilities of metaverse (including digital twins, NFTs, avatars, immersive experiences, user agency and interactions) empower a new era of smart tourism. By analysing various metaverse applications and business models in tourism, the presentation identifies various avenues of future research in the field.

Plenary Sessions [Room 1]

Wednesday, November 16, 2022 - 14:30-15:00

Marianna Sigala

Tourism: a Technology Forward Agenda



Code Red for global tourism: Moving beyond 'sustainability'**James Higham**

University of Otago, james.higham@otago.ac.nz

International tourism is both important to national economies and, simultaneously, a high carbon activity, particularly when it involves aviation and/or maritime transportation. The COVID-19 disruption has drawn widespread attention to fundamental flaws in the global tourism system, we now need to urgently address the critical challenges facing the sector as borders begin to re-open. In this talk James will share empirical research findings and practical insights from Aotearoa New Zealand, before offering thoughts on how to move beyond 'sustainability' and rebuild tourism for the 21st century.

Plenary Sessions [Online]

Thursday, November 17, 2022 - 09:00-09:30

James Higham**Code Red for Global Tourism: Moving Beyond
Sustainability**

Sustainability Research in Hospitality: The Sustainability Efforts of Rosen Hotels and Resorts

Fevzi Okumus

Hospitality Services Department at the University of Central Florida's Rosen
College of Hospitality Management, fevzi.okumus@ucf.edu

This keynote will cover three closely related areas. They include the evolution and current stage of hospitality and tourism research, evolution, and current stage of sustainability research in hospitality and tourism and Rosen Hotels and Resorts' sustainability efforts. The keynote will highlight what we can learn from Rosen Hotels and Resorts' sustainability efforts. Suggestions will be offered for future research topics and methods.

Plenary Sessions [Room 1]

Thursday, November 17, 2022 - 14:30-15:00

Fevzi Okumus

Sustainability Efforts of Rosen Hotels and Resorts



Tourism Research and Publication: An Editor's Perspective

Cathy Hsu

School of Hotel and Tourism Management, The Hong Kong Polytechnic University (PolyU), cathy.hsu@polyu.edu.hk

Cathy will share her observations and insights as the Editor-in-Chief of Tourism Management. The discussion will include big picture issues such as research impact, methodology, and theoretical advancement as well as technical aspects of manuscript submission and review. Trends and directions are highlighted.

Plenary Sessions [Online]

Friday, November 18, 2022 - 09:00-09:30

Cathy Hsu

**Tourism Research and Publications: an Editor's
Perspective**



Tourism and Climate Change: No More Excuses

Stefan Gössling

School of Business and Economics, Linnaeus University, stefan.gossling@lnu.se

Tourism needs to reduce emissions in line with other economic sectors, if the international community's objective of staying global warming at 1.5°-2.0 °C is to be achieved. This will require the industry to half emissions to 2030, and to reach net-zero by mid-century. Mitigation requires consideration of four dimensions, the Scales, Scopes, Stakeholders and Strategies of carbon management. The presentation discusses these dimensions and their interrelationships, with a focus on the identification of significant mitigation strategies. Without mitigation efforts, tourism will deplete 40% of the world's remaining carbon budget to 1.5 °C, and has to change in very fundamental ways if climate stabilization is to be achieved. Yet, the most powerful decarbonization measures face major corporate, political and technical barriers. Without worldwide policy efforts at the national scale to manage the sector's emissions, tourism will turn into one of the major drivers of climate change. In discussing these interrelationships, the presentation will also critically examine the role of academia.

Plenary Sessions [Online]

Friday, November 18, 2022 - 14:30-15:00

Stefan Gössling

Tourism and Climate Change: No More Excuses





TMS ALGARVE 2022

Sustainability Challenges in Tourism, Hospitality and Management

16-19 November, 2022

REAL MARINA HOTEL & SPA – Olhão (Algarve, Portugal)

Conference Chairs: José António C. Santos and Alexandra Rodrigues Gonçalves

Programme Chairs: José António C. Santos and Miguel Ángel Solano-Sánchez

PROGRAMME

Wednesday, 16 November 2022

13:00-14:00

Registration at the Conference Welcome Desk

14:00-14:30

Welcome Session / Sessão de abertura [Room 1, Plenary]
 Professor José António C. Santos (Founder and Chair of the TMS Conferences; Editor of Tourism & Management Studies – University of Algarve)
 Professor Alexandra Rodrigues Gonçalves (Dean of The School of Management, Hospitality and Tourism – University of Algarve; Co-Chair of the TMS Algarve 2022)
 Professor Efigénio Rebelo (Dean of the Faculty of Economics - University of Algarve)
 Professor Patrícia Pinto (Coordinator of CinTurs – Research Center for Tourism, Sustainability and Well-being – University of Algarve)

14:30- 15:00

Keynote 1: Professor **Marianna Sigala**. *Tourism: a Technology Forward Agenda*. Chair: **Patrícia Pinto**

15:00-15:10

Debate

| Parallel Sessions 1 | | | | | | | | | |
|---------------------|--|--|--|--|---|---|--|--|--|
| | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| | S01 Tourism Sustainability 1 EN Hybrid | S02 Tourism and Gastronomy EN Hybrid | S03 Strategy, Leadership and Entrepreneurship EN | S04 Cultural Tourism EN | S05 Cultura e Liderança/ Cultura y Liderazgo PT/ES Hybrid | S06 Turismo Cultural 1/Turismo Cultural 1 PT/ES | S07 Planeamento e Gestão do Turismo 1/Planificación y Gestión del Turismo 1 PT/ES | S08 Gestão Financeira 1/Gestión Financiera 1 PT/ES | S09 Economía do Turismo/Economía del Turismo PT/ES Hybrid |
| Chair | Ana Campos | Rosária Pereira | Georgette Andraz | Patrícia Pinto | Marisol Correia | Alexandra Gonçalves | Marta Gemma Nel-Lo Andreu | Ana Isabel Martins | Miguel Á. Solano-Sánchez |
| 15:15 - 15:30 | Marcelo Leon, Paulina Leon, Vanessa Hinojosa-Ramos. <i>Evaluation of the Management Effectiveness of the Wildlife Production Mangroves El Salado</i> ID 486 | Josefina Olívia Salvado, Bebiana Monteiro. <i>Douro's Wine & Olive Oil Tourism websites evaluation. Enhance synergies and build creative experiences.</i> ID 82 | Pedro Resende Junior, Luiz Silva, Ronaldo Santana, Ricardo Ken Fujihara, William Souza Viana. <i>Process Integration Method and Artifacts Consistency Assessment in Management Systems (ICA)</i> ID 162 | Alexandra Correia, Olga Matos, Flora Seixeira, Helena Morgado, Raquel Cunha. <i>Urban landscape and impacts on tourists' perceptions: the case of the Historic Centre of Guimarães, a UNESCO World Heritage Site</i> ID 85 | Clara Gallego-Sosa, Yakira Fernández-Torres, Milagros Gutiérrez-Fernández. <i>Uso de Recursos Naturales en el Sector Turístico desde la Perspectiva de Género</i> ID 100 | José Enrique Ramos-Ruiz, Lucía García-García, Miguel Jesús Medina-Viruel, Rosario Brito-Guerrero. <i>Una aproximación al perfil del turista asistente a espectáculos de flamenco a través del perceptrón multicapa</i> ID 80 | Maria Cordente Rodriguez, Jose-Maria Valero Garcia, Juan-Jose Villanueva Alvaro, Juan-Antonio Mondejar Jimenez. <i>Innovative management of tourism: Talent of local population</i> ID 184 | Francisco Carreira, Maria da Conceição Aleixo, Susana Silva. <i>O pressuposto da continuidade em período de COVID-19</i> ID 268 | Francisco Sánchez-Cubo, José Mondéjar-Jiménez, Juan Antonio Mondéjar-Jiménez. <i>Forecasting hospitality and leisure consumption after COVID-19 through the experience of previous crises</i> ID 23 |
| 15:30 - 15:45 | Flemming Sørensen, Jens Friis Jensen, Thomas Skou Grindsted. <i>A Business Model Framework for Nature Tourism Entrepreneurship</i> ID 507 | Carlos Farinha, Flavio Tiago, Sónia Avelar, Teresa Borges-Tiago. <i>What changes in restaurant satisfaction during Covid-19? An overview based on online reviews</i> ID 155 | Maria Fernanda Matias, Celisia Baptista, Sandra Rebelo, Georgette Andraz. <i>Does Board Gender Diversity Influence Firm Debt Maturity? Evidence from Portuguese Hotel Industry SMEs</i> ID 394 | Manuela Guerreiro, Patrícia Pinto, Bernardete Sequeira, Nelson Matos, Dora Agapito, Rafaela Martins, Célia Ramos, Luís Pereira, Magda Wikesjo. <i>The experiential image of the tourism destination: a qualitative approach with tourists in the Algarve</i> ID 571 | Elidomar da Silva Alcoforado, José António C. Santos, Thaís Vitória Passos da Silva, Josenildo Brusio, Gloria Widmer. <i>Perception of Religious Tourism in Pernambuco: An Analysis Before and During the Covid-19 Pandemic</i> ID 627 | Alexandra Gonçalves, Laura Lou Dorsch. <i>Re-Defining Cultural Tourism Experiences: The role of the iHERITAGE MED DIET Mobile Application in Intangible Heritage in Tavira, Portugal</i> ID 409 | Nair Chaves, Suzanne Amaro, Cristina Barroco. <i>Uma Análise do Arouca Geoparque e dos seus visitantes na perspetiva dos stakeholders</i> ID 310 | Fernanda Matias, Leonor Salsa, Celisia Baptista. <i>A performance e o endividamento da empresa: um estudo empírico baseado no setor hoteleiro português</i> ID 314 | María Jesús Vázquez-García, Nuria Ceular-Villamandos, Jaime Aja-Valle, Ramón Rueda-López. <i>Análisis Bibliométrico del Mercado Laboral Turístico</i> ID 107 |
| 15:45 - 16:00 | Oliver Fritz. <i>Tourism and Climate Change in Austria: Transformation towards a CO2-neutral Tourism Sector and Climate Change induced Adaption Needs</i> ID 599 | Manuel Serra, Nuno António, Cláudia Henriques, Carlos Afonso. <i>Promovendo a sustentabilidade através de um modelo de maridagens de gastronomia e vinhos do Algarve</i> ID 365 | Ovidiu Ioan Moiescu, Oana Adriana Gică. <i>The role of perceived destination sustainability in enhancing visitor loyalty: a holistic approach</i> ID 602 | Alireza Nowruzi Niaraki, Esmael Aghaeizadeh Gourabi, Mehdi Hesam. <i>Identifying the Creative Tourism Capacities of the Historical City of Qazvin-Iran</i> ID 531 | Vitor Hugo Silva, Ana Patrícia Duarte. <i>How ethical leadership impacts affective well-being at work</i> ID 223 | Ana Carolina Bender, Bernardete Dias Sequeira, Manuela Guerreiro, Dora Agapito, Júlio Mendes. <i>Sensory Experiences in Heritage Contexts: a qualitative approach</i> ID 518 | Alba Font Barnett, Marta Gemma Nel-Lo Andreu, Maria Trinitat Rovira Soto, Meritxell López Folch. <i>Betting on blue spaces with a view to well-being tourism in coastal destinations: A mixed methodology with locals and tourists' involvement.</i> ID 322 | Diego Cioletti Andrade, Hudson Fernandes Amaral, Laise Ferraz Correia, Vagner Antônio Marques. <i>Determinantes da Política de Distribuição de Dividendos de Empresas do Novo Mercado Negociadas na B3</i> ID 396 | Andreia Moura, Maria do Rosário Mira, Ana Cristina Ferreira. <i>Tourism entrepreneurship and territorial identity: Enhancing the notoriety of the "Center of Portugal" brand</i> ID 208 |
| 16:00 - 16:15 | Celeste Eusébio, M. João Carneiro, Elisabeth Kastenholtz. <i>Is tourism supply accessible to people with special needs? A comparative analysis between different supply agents in Portugal</i> ID 320 | Elisabeth Kastenholtz, Maria João Carneiro, Celeste Eusébio, Diana Cunha. <i>Host-guest interaction in rural wine destinations – the views of visitors and residents of three wine territories in Central Portugal</i> ID 556 | | Mafalda Martins Nascimento, Luís Mota Figueira. <i>Pilgrimage in the Century XII: from the Ancient Travel Practices to Religious Tourism Routing Practices</i> ID 550 | Júlia Cristina Siqueira de Almeida, Michelle Regina S. Dutra, Alguinder Cipriani Couto, Gelciomar Simão Justen, Kelly Pellizari. <i>Mulheres Provedoras: um estudo de caso sobre empoderamento com mulheres em Cuiabá, Estado de Mato Grosso – Brasil</i> ID 530 | José António C. Santos, Ariadne Barreto Pignaton. <i>Análise sobre o contributo da atividade turística na sustentabilidade do património: estudo baseado nos conventos Capuchos em Portugal</i> ID 625 | Esteban Pérez-Calderón, Vanessa Miguel-Barrado, Angel Denche-Zamorano, Jorge Rojo-Ramos, Alicia Sanchez-Leal. <i>Tourism Management of the Natural Environments Public Use: Forest Bath</i> ID 369 | Ana Rita Faria, Leonor Fernandes Ferreira. <i>Um século de normalização contabilística setorial: Análise evolutiva do Uniform System of Accounts for the Lodging Industry (USALI)</i> ID 562 | Maria-Dolores Benítez-Márquez, Francisco Trujillo-Aranda, Eva Maria Teba-Sánchez, Guillermo Bermúdez-González. <i>Modelling the Travel and Tourism Competitiveness Index 2015</i> ID 219 |
| 16:15 - 16:35 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

16:35- 17:00

Coffee-break

17:05

Departure by bus to the Gambelas Campus for the ceremony award of *Doctor Honoris Causa* of Professor **Jafar Jafari**.

20:00

Dinner

21:30

Back to the hotel

Thursday, 17 November 2022

9:00 -9:30

Keynote 2: Professor **James Higham**. *Code Red for Global Tourism: Moving Beyond Sustainability*. Chair: **Neil Ormerod**

9:30 - 9:40

Debate

Parallel Sessions 2

| | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
|---------------|--|--|---|--|--|--|--|--|---|
| 9:45-11:05 | S10 Tourism Sustainability 2 EN Hybrid | S11 Tourism Impacts EN Hybrid | S12 Tourism Sustainability 3 EN | S13 Planeamento e Gestão do Turismo 2/Planificación y Gestión del Turismo 2 PT/ES | S14 Turismo, Gastronomía e Património/Turismo, Gastronomía y Patrimonio PT/ES Hybrid | S15 Questões de Género/Cuestiones de Género PT/ES | S16 Pandemias e Segurança em Turismo 1/ Pandemias y Seguridad en el Turismo 1 PT/ES | S17 Gestão de Marketing 1/Gestión de Marketing 1 PT/ES | S18 Gestão e Sustentabilidade no Turismo/Gestión y Sostenibilidad del Turismo PT/ES Hybrid |
| Chair | Ana Campos | Maria João Carneiro | Jorge Ramos | Miguel Puig-Cabrera | Miguel Á. Solano-Sánchez | Elsa Pereira | Cláudia Henriques | Célia Ramos | Marisol Correia |
| 9:45 - 10:00 | Carla Filipa Sequeira Valente Nogueira, João Filipe Marques. Sustainable Tourism as a Sociological Research Field – A Bibliometric Review ID 313 | José Cadima Ribeiro, Laurentina Vareiro, Paula Cristina Remoaldo, Isabel Cristina Monjardino. Residents' perceptions of tourism impacts in the Azores Archipelago (Portugal): a cluster analysis ID 5 | Carla Bonacho, Márcia R. C. Santos, Sandra Nunes, Nuno Teixeira, Pedro Dominginhos, Carlos Mata, Joaquim Mourato. The impact of the COVID-19 pandemic on financial capacity of organizations: The sustainability challenges of Social Economy ID 171 | Alba Viana Lora, Ana Pastor Alcaraz, Marta Nello Andreu. Indicators for the management of a smart tourism destination ID 114 | Tomás López-Guzmán, Lucía Castaño-Prieto, Minerva Aguilar-Rivero, Rosario Brito-Guerrero. Análisis del turismo patrimonial en la ciudad de Córdoba (España) ID 57 | Beatriz Castro, Vânia Medianeira Flores Costa, Luis Felipe Dias Lopes. Mulheres na tecnologia: As nuances de um ambiente eminentemente masculino ID 117 | Wanderley José Miranda, Jefferson Rodrigues Pereira, Alice Oleto, Miria Miranda de Freitas Oleto. Entre o Bem-Estar e a Segurança Pública: o estresse ocupacional com policiais civis no contexto da pandemia Covid-19 ID 118 | Cristiane Gontijo Araújo, Juliana Maria Magalhaes Christino. The Influence of Digital Content Marketing and Online Channels on B2B Funnels: Proposal of a Conceptual Framework ID 170 | Daniela Ferreira Flores Longato, Raquel da Silva Pereira, Angelo Palmisano. Placemaking e sua contribuição para gestão do turismo ID 169 |
| 10:00 - 10:15 | Ana Kankura Salazar, Carla Pinto Cardoso. Tourists' behaviour: environmental sustainability as a determinant attribute on the buying process ID 404 | Ana Paula Barreira, Marisa Cesário. Lessons from the impact of Global and Domestic Economic Crises on tourists' behaviour – the case of Algarve ID 36 | Jianjian Mou, Pedro Quelhas Brito. Understanding tourist knowledge: the application of the reaction time measure ID 410 | Miguel Puig-Cabrera, Ginesa Martínez del Vas, Abraham Nuevo. La "monopolización" del turismo como instrumento para la transformación socioeconómica: ¿realidad o utopía? ID 120 | Isabel Carrillo-Hidalgo, Jairo Casado-Montilla, Juan Ignacio Pulido-Fernández, Yaiza López-Sánchez. Profesionalización e integración de la oferta oleoturística: diagnóstico y necesidades del sector ID 74 | Irene Garzón-Molina, María Rosa García-Sánchez, Cristóbal Casanueva Rocha. Social capital and female social entrepreneurship in tourism: bibliometric analysis and network structure of their research ID 421 | Bruno M. Ferreira, José Luís Abrantes, Manuel Reis. Sustainable threats and opportunities in times of COVID-19 pandemic ID 147 | Vasco Afonso, Manuela Guerreiro, Bernardete Sequeira. Research-Shopping phenomenon: combination of channels and touchpoints on the Customer journey in Generation Z ID 288 | Edson Domingos Nascimento, Suellen Alice Lamas. As Dimensões da Governança do Turismo: uma proposta de modelo de análise ID 368 |
| 10:15 - 10:30 | Anna Burton, Julia Bachtrögler-Unger, Oliver Fritz. The Impact of Smart Specialization and ERDF funding on Tourism Growth and Resilience ID 592 | Mar Cobeña, María Ángeles Oviedo-García, Mario Castellanos-Verdugo, Ana Cantos-Gálvez. Overtourism: perception and impact on residents in the city of Malaga (Spain) ID 323 | Simone Grabowski, Najmeh Hassanli, Najmeh Hassanli. The sustainability challenge in Cambodia: Ethical travel post-Covid ID 513 | Bruna Teixeira, Danilo Melo, Hans Michael Van Bellen. Governança de Turismo em Balneário Camboriú, Brasil: Estudo dos atores, agendas e resultados ID 399 | Jose Manuel Hernández Mogollón, Guadalupe Macías Gómez de Villar, Ana María Campón Cerro, Elena Sánchez Vargas. Análisis conceptual de los free tours y sus principales características distintivas ID 127 | Cláudia Aparecida Avelar Ferreira, Paulo Fernando Braga Carvalho, Simone Costa Nunes. Sustentabilidade e Empoderamento de Género ID 449 | Frederico Leocádio Ferreira, Marina Pereira Rios, Juliana Maria Magalhaes Christino, Guilherme Rodrigues Pedrosa. Online Apparel consumer practices and the pandemic state: A perspective based on practice theory ID 205 | Tatiana Simões, Luís Pereira, Manuela Guerreiro. Art Infusion Effect in the Performing Arts: collaboration between the arts and brands through sponsorship ID 346 | Rubén Lado-Sestayo, Milagros Vivel-Búa, Mariana Díaz-Ballesteros, Andrea Martínez-Salgueiro. La Sostenibilidad en el Sector Turístico: un Estudio Bibliométrico ID 450 |
| 10:30 - 10:45 | Ricardo Ribeiro Barranco. A novel EU Tourism Dashboard to monitor tourism destinations resilience and sustainability ID 604 | Maria João Carneiro, Maria Inês Carvalho, Celeste Eusébio. Understanding the differences among residents' perceptions on the impact of re-enactment events ID 375 | Gabriela Souza Fernandes. The impact of climate change on connectivity between the seagrass beds of the western African coast: divergent currents impacting genetic diversity ID 626 | Vander Valduga, Sarah Marroni Minasi. Analysis of tourism urbanization in Vale dos Vinhedos destination, Brazil ID 457 | Francisco José Torres Ruiz, Francisco José Torres Peña, Manuel Parras Rosa, Raquel Barreda Tarrazona. Efectos de la información producto-proceso en la valoración de las catas en turismo gastronómico ID 165 | Sarah Amaral Fabrício, Denize Demarche Minatti Ferreira, José Alonso Borba. Pink Tax: How much does it cost to be a Woman? ID 563 | Anaís Kovalski, Celeste Eusébio, Armando Luís Vieira. Efeitos da pandemia COVID-19 nos festivais: Uma revisão da literatura ID 318 | Patrícia Ponte, Maria Manuela Guerreiro, Jorge Andraz. Community Engagement and Consumer Experience in Performing Arts: Insights From Stand-Up Comedy in Digital Platforms ID 465 | Suellen Alice Lamas, Sérgio Marques Júnior. Matriz Avaliativa de Sustentabilidade Acessível para Destinos Costeiros (MASA): construção e validação ID 473 |
| 10:45-11:05 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

11:05-11:35

Coffee-break

Parallel Sessions 3

| | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
|-------------|--|---|--|--|---|--|--|--|---|
| 11:35-12:55 | S19 Tourism Sustainability 4 EN Hybrid | S20 Sustainable Technologies, Markets and People EN Online | S21 Digital Innovation in Tourism and Hospitality EN | S22 Tourism Planning and Management 1 EN | S23 Turismo, Sustentabilidade e Bem-Estar/Turismo, Sostenibilidad y Bienestar PT/ES Hybrid | S24 Gestão de Recursos Humanos 1/Gestión de Recursos Humanos 1 PT/ES | S25 Gestão de Recursos Humanos 2/Gestión de Recursos Humanos 2 PT/ES | S26 Gestão de Recursos Humanos 3/Gestión de Recursos Humanos 3 PT/ES | S27 Hotelaria e Turismo 1/Hotelería y Turismo 1 PT/ES Online |
| Chair | Ana Campos | Marisol Correia | Manuel Guerreiro | Luis Pereira | Jorge Ramos | Maria Helena Almeida | Célia Ramos | Joaquim Contreiras | Carlos Afonso |
| 11:35-11:50 | Alexander Plaikner. The demise of traditional inns ID 376 | Javier Perez-Aranda, Fangwei Cheng, Pilar Alarcon Urbistondo. Recommender systems in online tourist booking. Linking Hedonic and Utilitarian Consciousness to booking intention among potential hotel guests ID 41 | Miguel Puig-Cabrera, Ginesa Martínez Del Vas, Maria Dolores Gil-Quiles, Miguel Ángel Bueno-Beltrán. New realities on Tourism Studies teaching: bridging the VR gap between research and practice based on empirical evidence ID 110 | Francisco Sánchez-Cubo, Ricardo Urrestarazu-Capellán, Javier Pérez-Aranda. The financing of housing development in a tourist destination and its unequal effect on the current economy in Costa del Sol ID 33 | Vivien Iacob, Cláudia Carmo, Saul Neves de Jesus. Mindfulness applied to Tourism: an opportunity to explore the potential relationships between Mindfulness, Positive Psychology and Well-Being ID 249 | Jefferson La Falce, Solange Silva Mendes, Cristiana De Muylder, Ernst Verwaal, Lilian Bambirra de Assis. Transferência e Maturidade da Gestão do Conhecimento: Estudo em uma organização pública ID 3 | Dora Martins, Bruna Silva, Jorge F.S. Gomes. Implicações do covid-19 na gestão de trabalhadores: a importância das competências socioemocionais ID 98 | Susana MSR Fonseca, Ana Branca Carvalho, Ana Guia, Nidia Menezes, Tatiana Silva. Práticas de Avaliação de Desempenho: O caso das Organizações Sociais em Viseu ID 119 | Jaqueline Figueira, Roberta Conceição, Marcelo Responsável. Selo Turismo Responsável: um panorama sobre sua aplicação nos meios de hospedagem ligados ao Petrópolis Convention & Visitors Bureau ID 29 |
| 11:50-12:05 | Maria Carmen Pardo, Sofia Almeida, Ana Cláudia Campos, | Deniza Alieva, Daniel Holgado Ramos, Isidro Maya | Juana María Padilla-Piernas. On/Off metadata | Salvador Moral-Cuadra, Miguel Ángel Solano-Sánchez, Minerva Aguilar- | Láís Oliveira, Cláudia Romero, Clayton Silva. Valores | Jefferson La Falce, Solange Mendes, Ludmila Guimarães, | Tatiane Naraze Luz Almeida, Fátima Regina Ney Matos, Rafael | Adriana Marques Silva, Joaquim Francisco Monteiro Pinheiro Pinto Contreiras, Ana Patricia | Duarte R.S.F. Almeida, Raul M.S. Laureano, Rui Francisco |

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|-------------|--|---|--|--|--|--|--|---|---|
| | Ana Luísa Ladeiras. <i>The forgotten destination: how cross-border collaboration creates new opportunities for tourism development</i> ID 254 | Jariego. <i>More than a simple seller: the role of travel agents in tourism market</i> ID 265 | <i>analysis of App Store Optimisation (ASO): empirical evidence based on main Spanish hotel chains</i> ID 192 | Rivero, Tomás López-Guzmán. <i>Travelling with pets: Profiling dog-owners as tourists through artificial neural networks</i> ID 58 | <i>Pessoais, Estilo de Vida e Comportamento Sustentável: um Estudo com Turistas em Jericoacoara, Ceará, Brasil</i> ID 354 | Helio Irigaray, Renata Tolentino. <i>Cultura e Comprometimento: Investigação em uma Organização Pública de Ensino Superior Brasileira</i> ID 4 | Fernandes Mesquita, Maria João Barata. <i>O impacto da neurociência no aprendizado dos colaboradores de uma organização</i> ID 123 | Duarte Baltazar. <i>Plano de ação de combate à violência doméstica: O papel da entidade empregadora na presença de crime de violência doméstica</i> ID 146 | Cruz, Luis M.S. Laureano. <i>Predicting Sentiment Analysis in Home Holiday Rentals: A Portuguese Experience</i> ID 309 |
| 12:05-12:20 | Milene Lança, Patricia Pinto, Manuel Alector Ribeiro. <i>Residents' Well-being and Pro-Tourism Behaviours in the Algarve Region</i> ID 512 | Belem Barbosa, Alireza Shabani Shojaei. <i>Impact of Smart tourism technologies (STT) on Destination image and Intention to revisit</i> ID 283 | Juana María Padilla-Piernas, María Concepción Parra-Meroño, Miguel Ángel Beltrán-Bueno. <i>Analysis of the activity and presence that the main Spain-based hotel chains had on Facebook during 2017-2021</i> ID 194 | Maciej Czaplowski, Rafal Klóska, Adam Stecyk. <i>Analysis and forecasting of passenger traffic at the airports of Faro and Goleniów</i> ID 284 | Isabel Sofia Loureiro, Helena Gomes, Vânia Costa, Fernanda Ferreira, Raquel Pereira. <i>Thermal Tourism: Study of the profile and motivations of the practitioner in Portugal</i> ID 390 | Isadora Ney Matos de Albuquerque, Fátima Regina Ney Matos, Rafael Fernandes de Mesquita. <i>Soft skills e hard skills: análise bibliométrica a partir da ISI Web of Science</i> ID 11 | Ana Filipar Sousa, Dora Martins. <i>Competências para a gestão de trabalhadores remotos</i> ID 311 | Lucas Almeida dos Santos, Vânia Medianeira Flores Costa. <i>Gestão de conflitos empresariais: uma proposta de modelo teórico integrando a Mediação e Justiça Restaurativa</i> ID 240 | Maria Amparo Centeno-Carballido, Rubén Lado-Sestayo, Milagros Vivel-Búa, Andrea Martínez-Salgueiro. <i>La Insolvencia Empresarial en los Restaurantes Independientes Españoles</i> ID 453 |
| 12:20-12:35 | Grażyna Furgala-Selezniow, Małgorzata Jankun-Woźnicka. <i>The tourism impact on lakeshores</i> ID 615 | Deniza Alieva, Gulnoza Usmonova, Sherzod Aktamov, Shukhrat Shadmanov. <i>Passion or profession: factors that can help to attract highly qualified ex-employees after pandemic</i> ID 578 | Martin Thomas Falk, Eva Hagsten. <i>Digital indicators of the interest in natural World Heritage Sites</i> ID 516 | Miguel Camacho-Ruiz, Ramón A. Carrasco, Gema Fernández-Avilés, Antonio Latorre. <i>Tourism destination events classifier based on Artificial Intelligence techniques</i> ID 412 | Márcia Fernandes Vaz, Paula Odete Fernandes, Maria José Alves, Fernanda A. Ferreira, Vânia Costa, Alcina Nunes. <i>The Importance-Satisfaction Matrix as a strategic tool for Termas de Chaves thermal spa priority improvements</i> ID 398 | Isabel Fonseca, Carlos Rui Madeira, Ana Paula Rodrigues. <i>Enfermagem nos Cuidados de Saúde</i> ID 185 | Priscila Soares Elpo, Dannyela da Cunha Lemos. <i>Felicidade no trabalho: Instrumento para diagnóstico em empresas de base tecnológica</i> ID 355 | L. Javier Cabeza-Ramirez, Ana Castillo-Canalejo, Francisco Saco de Larriva. <i>Un meta-análisis sobre las Políticas Activas del Mercado de Trabajo</i> ID 299 | Elidomar Alcoforado, Joseane Azevedo, Vitória Silva. <i>Implantação da Hotelaria Hospitalar em um Hospital Público Federal – Benefícios e Barreiras: o caso do HC/UFPE</i> ID 628 |
| 12:35-12:55 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Teresa Ferreira, Miguel Rodrigues. <i>The impact of leadership in times of a pandemic on the performance of commercial teams: study of the tourism sector in Portugal</i> ID 581 Debate |

13:00 - 14:30 Lunch

14:30 - 15:00 Keynote 3: Professor Fevzi Okumus. Sustainability Efforts of Rosen Hotels and Resorts. Chair: Nina Prebensen

15:00 -15:10 Debate

| | | Parallel Sessions 4 | | | | | | | | |
|---------------|---|--|--|---|---|--|--|---|---|--|
| | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 | |
| | S28 Tourism Sustainability 5 EN Hybrid | S29 Tourism Planning and Management 2 EN Hybrid | S30 Hospitality Management 1 EN | S31 Turismo e Tecnologia/ Turismo y Tecnología PT/ES | S32 Marketing Digital/Marketing Digital PT/ES Hybrid | S33 Operações Turísticas/Operaciones Turísticas PT/ES | S34 Economía do Turismo e Sustentabilidade/Economía del Turismo y Sostenibilidad PT/ES | S35 Gestão, Sustentabilidade e Empreendedorismo/Gestión, Sostenibilidad y Emprendimiento PT/ES | S36 Sustentabilidade, Produto e Destinos/ Sostenibilidad, Productos y Destinos PT/ES Online | |
| Chair | Dora Agapito | Margarida Santos | Magda Wikesjö | Marisol Correia | Célia Ramos | Salvador Moral-Cuadra | Manuel Ángel Fernández Gámez | Nelson Matos | Marta Gema Nel-Lo Andreu | |
| 15:15-16:55 | | | | | | | | | | |
| 15:15 - 15:30 | Rashed Isam Ashqar, Célia Ramos, Carlos Sousa, Nelson Matos. <i>Health and Well-Being Tourists</i> ID 510 | Maria Rosario González Rodríguez, María Carmen Díaz-Fernández, Noemí Pulido-Pavón. <i>Tourist Destination Competitiveness: An International Approach</i> ID 263 | Luis Pereira, Miguel Ángel Domingo-Carrillo, Bernabé Escobar-Pérez, Esther Chávez-Miranda. <i>Pricing Dynamics by Hotel Profiles in Competition</i> ID 201 | Eva María Sánchez-Teba, María-Dolores Benítez-Márquez, Marisol Correia, José Jesús Vegas Melero. <i>Implications of blockchain technology for the future of tourism industry</i> ID 129 | Rinaldo Zirrah, Bruno M. Ferreira. <i>Brand Activism Causes on Brand Positioning</i> ID 153 | Rafael Becerra-Vicario, Daniel Ruiz-Palomo, Sergio Fernández-Miguélez, Antonio Gutiérrez-Ruiz. <i>The mediation of the environmental strategies in hotel financial performance in the context of Creating Shared Value</i> ID 285 | Francisco Sánchez-Cubo, José-Luis Sánchez-Ollero, Elisa Del-Cubo-Arroyo. <i>Collective agreements and talent management in hospitality: a double-edged sword</i> ID 24 | Virginia Pérez, German Gemar, Monica Hernández. <i>Decisiones de localización de empresas hoteleras</i> ID 48 | Beatrice Avolio Alecchi, M Belen Prados-Peña, Eduardo Andres Pardo Piñashca. <i>A Systematic Literature Review of Volunteer Tourism</i> ID 39 | |
| 15:30 - 15:45 | Joel Guerreiro, Pedro Cavalheiro. <i>Sustainable Tourism Observatory Platform Development</i> ID 588 | Marco Castiglioni, Mar Cobeña, María Agustí-Pérez, Francisco José Acedo-González. <i>Mapping the alliance portfolio and the alliance network literature: A bibliometric analysis</i> ID 411 | Pedro Silvestre, Nuno António. <i>Predicting hotel bookings cancellation under pandemic times</i> ID 339 | Pilar Peñarrubia Zaragoza, Moisés Simancas Cruz. <i>Tourist Information Systems in the generation of data for knowledge of post-COVID tourism: a comparative analysis</i> ID 217 | Carlos M Almeida, Carlos M Afonso, Manuel Serra, Nuno António. <i>The Algarve Wine Producers usage of Facebook between 2019 and 2022</i> ID 270 | Lucía Valcarce Ruiz, Ana María Rosales Pérez, Macarena Torroba Díaz, Germán Ayala Jiménez, Vanessa Delclós. <i>Dynamic Systems for Cruise Port Management</i> ID 306 | Elena Victoria Lasso de la Vega, Juan Antonio Campos-Soria, Alejandro García-Pozo. <i>Sectorial heterogeneity in patterns of educational mismatch in tourism: a gender comparison</i> ID 38 | Maria Escribano-Navas, Germán Gemar. <i>Influence of the gender of the president in the longevity of the company</i> ID 87 | José Luis Durán-Román, Juan Ignacio Pulido-Fernández, Julia Margarita Núñez-Tabales, Francisco José Rey-Carmona. <i>Compromiso de las empresas para mejorar la sostenibilidad y la competitividad en los destinos turísticos</i> ID 63 | |
| 15:45 - 16:00 | Luis Nobre Pereira, João Albino Silva, Jorge Andraz, Rui Nunes, Christina Muhs. <i>An assessment model of the Algarve as a tourism destination: a contribution for management its sustainable development</i> ID 589 | Oriol Anguera-Torrell. <i>Can the opening of a hotel transform the commercial structure around them? Evidence from an urban destination</i> ID 423 | Angel Peiró-Signes, Marival Segarra-Oña, Blanca De Miguel-Molina, María de Miguel-Molina, Joaquin Sánchez-Planelles. <i>Focus group design for Circular Economy in the hospitality industry</i> ID 484 | Ana Ferreira, Marisol B. Correia, Ana Isabel Renda. <i>Systematic literature review on the profile of tourists in four and five-star hotels based on online reviews</i> ID 336 | Frederico Dutra, Fernanda Almeida, Fábio Corrêa, Jurema Ribeiro, Fabricio Ziviani. <i>Gestão de mídias sociais para monitoramento de marcas e comunicação com clientes: estudo de caso em empresas públicas do estado de Minas Gerais, Brasil</i> ID 382 | Lidia Lopez Marfil, Ángela María Callejón Gil, Marta Campos Valenzuela, Aurea Maria Peralta González. <i>Intenciones de comportamiento en el segmento senior de pasajeros de cruceros</i> ID 307 | Marina Marfil Cotilla, Juan Antonio Campos Soria, Alejandro García Pozo. <i>A sectorial analysis of the gender wage gap along the wage distribution in Spain</i> ID 92 | Ismael Pablo Soler, Pilar López-Delgado. <i>Roles de las universidades en los ecosistemas empresariales</i> ID 94 | Rocío Arteaga-Sánchez, Lucía García-García, José Enrique Ramos Ruiz, Rosario Brito-Guerrero. <i>Motivaciones, Percepciones y Valor Percibido del Enoturista en España</i> ID 79 | |
| 16:00 -16:15 | Cathy H.C. Hsu, Dimitrios Buhalis, Vanessa Y.Y. Wu. <i>Tourism 2030 and the contribution to Sustainable Development Goals</i> ID 622 | Xiang Lin, Eva Hagsten, Martin Falk. <i>Demand for Second Homes and Area Specific Characteristics</i> ID 560 | Angel Peiró-Signes, Marival Segarra-Oña, Blanca De Miguel-Molina, María de Miguel-Molina, Virginia Santamarina Campos. <i>Hospitality industry needs in their transition to a circular economy</i> ID 487 | Esteban Pérez-Calderón, Vanessa Miguel-Barrado, Jorge M. Prieto-Ballester. <i>Perceived sustainable development in protected areas with different levels of protection. A comparison between national parks and UNESCO Global Geoparks in Spain</i> ID 402 | María Jesús Carrasco-Santos, Andrea Peña-Romero. <i>Marbella as a luxury tourist destination in housing for tourist purposes. Airbnb Luxe case</i> ID 422 | Jose Ramon Sanchez, Manuel Jose Jimenez Marquez, Ana Jose Cisneros Ruiz, Maria del Carmen Palomino Garcia. <i>An Analysis Of The Corporate Social Responsibility Of The Spanish Marinas</i> ID 315 | José Luis Sánchez-Ollero, Alejandro García Pozo, Francisco Sánchez Cubo. <i>Unveiling 'Wages' Determinants In The Spanish Hospitality Industry</i> ID 287 | Amparo Guadalupe Casablanca Peña, Nelson Matos, Jorge A. Mariño Romero. <i>Influencia Social y Habilidades Emprendedoras, Factores para Emprender</i> ID 388 | Cecilia Maria Fernandes Fonseca, Pedro Costa, Sara Meireles, Rui Ferreira, Mariana Caçador, Ana Luciano. <i>Rural tourism: a challenge</i> ID 134 | |
| 16:15 - 16:30 | Vânia Palma Roberto, Clévio Nóbrega. <i>ABC CoLAB: Ageing perspectives</i> ID 624 | David Piedade, Patricia Pinto, Manuela Guerreiro. <i>The Customer Experience at</i> | Magda Fernandes Wikesjö, Manuela Guerreiro, Dora Agapito, Patricia Pinto. | Beatriz Cartas, Manuela Guerreiro, Ana P. Barreira. <i>The wedding ceremony at</i> | Carlos M Almeida, Carlos M. Afonso, Manuel Serra, Nuno António. <i>Análise às redes</i> | Ana Ramirez, Agustin Del Castillo, Fernando Noel Aguilar, Antonio Alberto Plaza. | Manuel Ángel Fernández Gámez, Elías Bendodo, Ana Elena Hidalgo, Pablo Franco, María | Enrique Castellanos, David Alaminos, Manuel Ángel Fernández-Gámez. <i>Cobertura de</i> | Daniela Silvestre, Manuel Serra, Carlos M. Afonso, Ezquiel Pinto, Carlos M. | |

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| 16:30 - 16:55 | Debate | <i>the Destination and Behavioural Intentions: Exploring the Role of Tourists' Emotions</i> ID 572 | <i>Event Experiences in Cultural Settings: Testing a Framework</i> ID 393 | <i>the hotel: customer experience, servicescape and venue choice as shared on TripAdvisor</i> ID 520 | <i>sociais das comissões vitivinícolas Portuguesas enquanto canais de comunicação</i> ID 435 | <i>Multidimensional Decision Making applied to the development of the cruise industry</i> ID 331 | Deseada López. <i>Economía Circular, Gobernanza y Consumo Ético: Plataformas esenciales en el contexto del Turismo Sostenible</i> ID 304 | <i>los riesgos climáticos en los mercados de futuros para empresas turísticas</i> ID 501 | Almeida. <i>Online Holistic Standardized Recipe Development with Design Science Research</i> ID 273 |
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17:00 - 17:30 Coffee-break

| Parallel Sessions 5 | | | | | | | | | |
|---------------------|---|--|---|--|---|--|--|--|--|
| 17:30-19:10 | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| | S37 Tourism Sustainability 6 EN Hybrid | S38 New Technologies, Social Media and Sustainability EN Hybrid | S39 Human Resource Management EN | S40 Planeamento e Gestão do Turismo 3/Planificación y Gestión del Turismo 3 PT/ES | S41 Gestão Sustentável 1/Gestión Sostenible 1 PT/ES Hybrid | S42 Turismo e Gastronomia 1/Turismo y Gastronomía 1 PT/ES | S43 Hotelaria e Turismo 2/Hotelería y Turismo 2 PT/ES | S44 Estratégia, Liderança e Empreendedorismo 1/Estrategia, Liderazgo y Emprendimiento 1 PT/ES | S45 Gestão de Recursos Humanos 4/Gestión de Recursos Humanos 4 PT/ES Hybrid |

| Chair | Thomas Panagopoulos | Dora Agapito | Maria Cesário | Célia Ramos | Luis Pereira | Josefina Salvado | Salvador Moral-Cuadra | Margarida Jesús | Kely Paiva |
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| 17:30 - 17:45 | Goda Lukoseviciute, Claudia Helena Nunes Henriques, Thomas Panagopoulos, Luis Nobre Pereira. <i>Planning and management of eco-tourism trails: the case of the "Seven Hanging Valleys" trail</i> ID 215 | Paulo Renato de Sousa, José Márcio de Castro. <i>Supplier Learning from Knowledge Transfer Socialization: A Study of Comparative Cases in the Automotive Industry in Brazil and Germany</i> ID 50 | Filipe Sardo, Irina Saur-Amaral, Zélia Serrasqueiro. <i>Intellectual Capital and Innovation: A Systematic Literature Review</i> ID 12 | Pedro de Alcântara Bittencourt César. <i>Study of the Thermae and Longevity Region: Evaluation of the Regional Product</i> ID 62 | Laura Martínez Caro, Noelia Sanchez Casado, Eva Tomaseti Solano. <i>New facilities for improving well-being and sustainability: the case of cool pavement</i> ID 187 | Melanie Rute Silva dos Santos, Bebiana Monteiro, Josefina Olívia Salvado. <i>Enoturismo Criativo e de Experiências: Entender o potencial da Região dos Vinhos Verdes</i> ID 77 | Manuel Salvador Araújo, José António Silva, Joana Filipa Campos. <i>Operations evaluation of a table service in Fine Dining: simulation as a pedagogical practice in restaurants</i> ID 13 | Selma Cristina Muniz Rodrigues, Fátima Regina Ney Matos, Oderlene Vieira Oliveira, Carla Alexandra Gabriel Ferreira. <i>Estilos de liderança em empresas brasileiras sobreviventes à crise causada pela Covid-19</i> ID 65 | Michelle Dutra, Kely Paiva, Diogo Helal. <i>Human values, quality of working life, and professional competence: proposition of an integrative theoretical model and research agenda</i> ID 139 |
| 17:45 - 18:00 | Sarah Eichelberger, Birgit Pikkemaat <i>Empirical insights into the environmentally sustainable attitude and responsible behavioral intention of Generation Z</i> ID 286 | Yoná da Silva Dalonso, José Adelir Wolf, Rodolfo Pedro Guimaraes Filho, Daniela Fantoni Alvares. <i>Application of industry 4.0 tools in small and medium-sized companies in the tourism sector</i> ID 209 | Sonia Avelar, Teresa Borges-Tiago, Raquel Rodrigues, Carlos Farinha, Flavio Tiago. <i>The value of human resources in brand image construction: a triple perspective</i> ID 181 | Gema Fernández-Avilés, José-Maria Montero, Lidia Sanchis-Marco. <i>La meteorología como predictor del PM10 en modelos de regresión cuantilica para ciudades turísticas</i> ID 91 | Ieda Maria Pereira Vasconcelos, Cristiana Fernandes De Muylder. <i>Water and sewage treatment, social and economic issues in Brazil and the Theory of Institutional Voids</i> ID 276 | Lucía Castaño-Prieto, José Valverde-Roda, Miguel Ángel Solano-Sánchez, José Enrique Ramos-Ruiz. <i>Caracterización del turista gastronómico en la ciudad de Granada (España)</i> ID 78 | Miguel Ángel Solano-Sánchez, Salvador Moral-Cuadra, José Miguel Valverde-Roda, Lucía Castaño-Prieto. <i>Análisis del sector de alquileres turísticos en Oporto y Sevilla. Determinantes de Valoración</i> ID 59 | Isabel R. Pérez-López, Pilar López-Delgado, Ismael Pablo Soler. <i>Universidades emprendedoras y género</i> ID 193 | Michelle Dutra, Natália Belato, Amélie Viana, Kely Paiva. <i>Entre na taverna, role um dado e conheça..." As contribuições dos jogos do tipo "RPG" na Formação e Desenvolvimento de Competências Profissionais: uma análise da percepção de jogadores discentes do curso de administração de uma universidade pública brasileira</i> ID 143 |
| 18:00 - 18:15 | Ana Catarina Gomes, Maria Celeste Eusébio. <i>The hidden potential of rural destinations as an accessible tourism product: benefits and constraints of people with visual disabilities</i> ID 349 | Mar Cobeña, Manuela Vega-Vázquez, Andrea Azogue-Díaz. <i>Influencers' credibility and parasocial relationships in the purchase intention on Instagram</i> ID 319 | Marcus Vinicius Cruz, Amyra Moyzes Sarsur, Wilson Amorim. <i>Human Resource Management, Labor Market, and Labor Relations: similarities and distinctions in an internationalized company</i> ID 425 | Maria do Rosário Mira, Lisete Mendes Mónico, Zelia Jesus Breda. <i>Internationalization of tourism destinations in the post-COVID era: A systemic model</i> ID 159 | Lurdes Ribeiro Silva, Vânia Costa, Loureiro Paula. <i>Green intellectual capital: A systematic review</i> ID 379 | Natália Valle, Vander Valduga. <i>Representation of commensality in food films</i> ID 125 | Jennifer Nicole Elston. <i>Management Accounting in the Hospitality Industry: a Systematic Literature Review</i> ID 344 | Luiz Carlos Flores, Guilherme Mattos da Silva Flores, Ivan Junior. <i>A Usabilidade de Websites Operados por Vinícolas como Estratégia de Desenvolvimento do Enoturismo na Região de Identificação Geográfica da Serra Catarinense</i> ID 230 | Miriam Serrão Vital, Kely Cesar Martins Paiva. <i>Vínculos organizacionais na Estratégia Saúde da Família (ESF): um estudo com enfermeiros e médicos brasileiros</i> ID 167 |
| 18:15 - 18:30 | Angel Peiró-Signes, Oscar Trull Domínguez, Marival Segarra-Oña, Joaquín Sanchez-Planelles. <i>The energy use efficiency of Tourism in EU's Industrial Ecosystems</i> ID 488 | Arash Akhshik, Marianna Strzelecka, Joanna Tusznio. <i>An Analysis of User-Generate Contents next to the Warta River in Poland</i> ID 420 | Maria David Brás. <i>I Resign... or maybe not! From Great Resignation to Quiet Quitting in organizations after COVID-19</i> ID 621 | João Pedro Costa, Joaquim Gonçalves Antunes. <i>O turismo urbano numa cidade de média dimensão. O caso de Viseu (Portugal)</i> ID 161 | Leónia Margarida Fernandes, Eugénia Ferreira, Margarida Jesus. <i>A sustentabilidade nas instituições de ensino superior - O caso da Universidade do Algarve</i> ID 426 | Magnus Emmendoerfer, Thiago Chagas de Almeida, Greg Richards, Lénia Marques. <i>Co-creation of a Typical Dish for Territorial Qualification of a Slow City</i> ID 135 | Leydiana de Sousa Pereira. <i>Framework para a análise da performance organizacional no ramo hoteleiro</i> ID 470 | Ricardo Teruel Sánchez, Antonio Juan Briones Peñalver, Carmen De Nieves Nieto, Juan Andres Bernal Cones. <i>Sustainable Entrepreneurship and Resilience as Factors of Recovery in an Economic Crisis</i> ID 241 | Marta Sofia Paulino, Anabela Gomes Correia. <i>Fontes De Stress Nos Professores Do Ensino Superior</i> ID 348 |
| 18:30 - 18:45 | Fatima Lampreia-Carvalho, Helena Guita Almeida, Marisa Cesário. <i>Fitting the motives for destination choice and readiness to adopt sustainable habits</i> ID 521 | Célia M.Q. Ramos, Rashed Isam Ahsqar, Nelson Matos, Carlos M.R. Sousa. <i>Knowledge Management and Intellectual Capital Indicators in the Management of Tourism Activity</i> ID 511 | Rachel Vieira, Gaurav Chawla, Nadine Sulkowski. <i>Mapping Sustainable Competencies in Tourism and Hospitality Education: An Exploratory Study of the Role of Assessments</i> ID 557 | Simone Furbino e Souza, Henrique Martins. <i>Na (Re) Construção de Distrito de Bento Rodrigues (MG), a Influência dos Elementos Ambientais no Modelo de Governança Corporativa e na Gestão de Riscos da Fundação Renova</i> ID 166 | Fillipe Schappo, Denize Demarche Minatti Ferreira, José Alonso Borba. <i>Research & Development (R&D): What do resources in the electricity sector say?</i> ID 552 | Marianys Girao Neves, Nelson Silva de Matos, Filipa Perdígão Ribeiro, Nelson Silva de Matos, Filipa Perdígão Ribeiro, Nelson Silva de Matos. <i>Turismo gastronómico experiencial: análise do conceito a partir na perspectiva da sustentabilidade</i> ID 597 | Rosario Brito Guerrero, José Miguel Valverde Roda, Minerva Aguilar Rivero, Juan Vicente Fruet Cardozo. <i>El turismo, ¿una opción válida para los países de la región del UMA y del Medio Oriente?</i> ID 483 | Tânia Rodrigues Peixoto, Ana Isabel Renda, Paula Guerreiro Martins. <i>Práticas sustentáveis no alojamento Local em Portugal: realidade ou ficção?</i> ID 419 | Thais Pinto da Rocha Torres, Michelle Regina Santana Dutra, Juliana Estácio Rios, Amélie Gabrielly Viana da Silva, Kely César Martins de Paiva. <i>Competências Gerenciais reais versus ideais: um estudo comparativo entre gerentes e não gerentes do setor público mineiro</i> ID 363 |
| 18:45 - 19:10 | Edson Redy Moreira dos Santos, Luis Nobre Pereira, Patricia Pinto, Bynum Boley. <i>Development and validation of the new Resident Empowerment through Tourism Scale: RETS 2.0</i> ID 158 | Muhammad Ishtiaq Ishaq. <i>Internal CSR and External CSR in Hospitality Industry of UK and Pakistan: The Role of Identification, Performance and Extra-Role Behavior</i> ID 610 | Carina Viegas, Patricia Pinto, Dora Agapito. <i>Sensory Marketing: The role of sensory stimuli in consumer behaviour in retail</i> ID 332 | Ingrid Michelle Florentino. <i>Estudio de caso: Producción vitivinícola en Veranópolis RS. y sus implicaciones dentro del marco de las Indicaciones Geográficas en Brasil</i> ID 561 | Raquel Pereira, Vânia Costa, Helena Gomes. <i>Health and Wellness Tourism: an overview of thermal tourism in Portugal</i> ID 452 | João Filipe Marques. <i>Da autenticidade existencial ao turismo transformacional: uma viagem de exploração teórica</i> ID 297 | Eunice Ramos Lopes, Jorge Simões, Júlio Silva. <i>Turismo Cultural Sustentável: a gestão dos recursos patrimoniais</i> ID 179 | Ana Pacheco, Jorge Simões, Eunice Ramos Lopes, Júlio Silva. <i>O papel das Instituições de Ensino Superior na criação de spinoffs académicas: perspetiva de cooperação IES-Indústria</i> ID 178 | Isabel Cristina Pereira Vieira, Didiana Fernandes, Paula Santos, Liliana Índio, Ana Paula Rodrigues. <i>The importance of heritage interpretation as a way of valuing</i> |

historic quarters: the historic quarter of the castle ID 400
Debate

Debate

Debate

Debate

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Debate

20:00 - 20:30

Entrance to the restaurant

20:30 - 21:00

Social & Cultural Programme - Music Concert - Restaurant

21:00 - 24:00

Dinner, Social & Cultural Programme - Duo Sun Lovers – Conference Awards

Friday, 18 November 2022

9:00 - 9:30

Keynote 4: Professor **Cathy Hsu**. *Tourism Research and Publication: an Editor's Perspective*. Chair: **Manuel Alector Ribeiro**

9:30 - 9:40

Debate

| Parallel Sessions 6 | | | | | | | | | |
|---------------------|---|--|-----------------------------|---|---|---|---|--|--|
| 9:45-10:45 | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| | S46 Tourism Sustainability 7 EN Hybrid | S47 Sharing Economy and Tourism EN Hybrid | S48 Rural Tourism EN | S49 Tourism Innovation and Management EN | S50 Hospitality Management 2 EN Hybrid | S51 Gestão de Empresas Familiares/Gestión de Empresas Familiares PT/ES | S52 Responsabilidade Social Corporativa/Responsabilidad Social Corporativa PT/ES | S53 Planeamento e Gestão do Turismo 4/Planificación y Gestión del Turismo 4 PT/ES | S54 Gestão Financeira 2/Gestión Financiera 2 PT/ES Online |
| Chair | José António C. Santos | Luis Pereira | Margarida Pocinho | Ana Renda | Claudia Henriques | Julio Diéguez-Soto | Salvador Moral-Cuadra | Mariano Soler Porta | Carlos Afonso |

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| 9:45 - 10:00 | Jorge Ramos, Pedro Gil Lino, Jaime Aníbal, Eduardo Esteves. <i>(Un)wanted fish: creative and traditional ways to reduce waste ID 52</i> | Miguel Ángel Solano-Sánchez, Lucía García-García, Minerva Aguilar-Rivero, José Enrique Ramos-Ruiz. <i>Peer to peer accommodation websites comparison. An interface analysis ID 60</i> | Gualter Couto, Rui Alexandre Castanho, Pedro Pimentel, Áurea Sousa, Maria Camara Batista. <i>The Pivotal Factors for The Success of Rural Tourism Activities in Islands ID 42</i> | Aurora Garrido-Moreno, Victor J. García-Morales, Nigel Lockett. <i>Promoting hotel innovation with social media use: The key role of co-creation with customers and absorptive capacity ID 93</i> | Cláudia Helena Nunes Henriques, Fatima Lampreia Carvalho. <i>Hospitality employers and employees' perceptions regarding COVID 19 support measures: the case of the Algarve region (Portugal) ID 385</i> | Antonio Molina-García, Rubén Martínez-Alonso, María J. Martínez-Romero, Julio Diéguez-Soto. <i>Financial literacy and risk-taking propensity as predictors of undergraduates' entrepreneurial intention ID 250</i> | Salvador Moral Cuadra, José Valverde-Roda, José Enrique Ramos-Ruiz, Víctor Ramos-Cepeda. <i>Responsabilidad Social Corporativa en empresas de la región noroeste de República Dominicana aplicada al medioambiente. ¿Influyen los años en la alta dirección de la empresa? ID 72</i> | José David Cisneros-Martínez, Antonio Fernández-Morales, Scott McCabe. <i>La superación de la estacionalidad en un destino litoral a través del turismo social ID 27</i> | Susana Catarino Rua. <i>Do POCAL ao SNC-AP: o caso da mensuração dos ativos fixos tangíveis dos municípios que constituem as capitais de distrito portuguesas ID 47</i> |
| 10:00 - 10:15 | Margarida Pocinho, Soraia Garcês, Saúl Neves de Jesús. <i>Sea and nature activities and psychological wellbeing in Madeira Island Tourism: an exploratory study ID 482</i> | Manuel Rey-Moreno, Manuel Sánchez-Franco, María de la Sierra Rey-Tienda. <i>Examining Satisfaction and Trust in Airbnb and Hotels. An application of BERTopic and Zero-shot text classification ID 111</i> | Matthias Firgo, Dieter Pennerstorfer. <i>The Causal Effect of Agritourism on Farm Survival ID 367</i> | Fatima Azzahra Reqadi, Abdelouhab Idelhadj, Abdenbi Bendriss, Enrique Navarro Jurado, Ángel Enrique Salvo Tierra. <i>Methodological proposal for the elaboration of a strategic plan for mountain tourism through the incorporation of the SDGs, in the Tingitan Peninsula of Morocco ID 255</i> | Mónica Cristina Fernandes Vieira, Cláudia Helena Nunes Henriques, Carlos M. Afonso. <i>Hospitality and its integration in regional cultural dynamics. New challenges in the Algarve Region ID 447</i> | Antonio Molina-García, M. Teresa Galache-Laza, Vicente González-García, Daniel Ruiz-Palomo, María Dolores Martínez-Yeste. <i>Exploring the relationship between financial literacy and family business risk behaviour: Empirical evidence considering the moderating role of the generational stage ID 253</i> | Nayane De Castro, Marlusa Gosling. <i>Responsabilidade Social Corporativa: A Ação De Uma Empresa Mineradora-Metalúrgica ID 136</i> | Ismael Pablo Soler, Eva María Sánchez-Teba, German Gemar. <i>Conditioning effects on the inclusion of a complementary destination in the visit to Málaga ID 102</i> | Laura Valdunciel-Bustos, Paula Castro Castro, María T. Tascón Fernández. <i>Effects of COVID-19 pandemic on firms' financial resilience: Evidence from the European hospitality industry ID 148</i> |
| 10:15 - 10:30 | José António C. Santos, Manuel Ángel Fernández-Gómez, Antonio Guevara-Plaza, Margarida Custódio Santos, Maria Helena Pestana. <i>Determinants of attitudes towards sustainable events: A study of academic conferences' target audience ID 528</i> | Carlos Guillermo Benavides-Chicón. <i>The evolution of the P2P accommodation sector in Spain during the COVID-19 pandemic ID 233</i> | Ikechukwu Onyekwere Ezeuduji, Nelisile Z. Mgbahi. <i>Rural Tourism Development Around a Protected Area in South Africa: Resident Perspective ID 497</i> | Ana León-Gómez, Belén Salas Corpás, Eva Aranda Llamas, Ángel Luis Fernández Miguélez. <i>DSGE models for the analysis of the tourism economic impact ID 301</i> | Beatriz Gonçalves, Luís Serra Coelho, Patrícia Pinto. <i>Earnings Management in the hospitality industry: A systematic literature review ID 541</i> | Marta Campos Valenzuela, Daniel Ruiz Palomo, Julio Diéguez Soto, Lidia López Marfil. <i>Investment in Human Capital and Corporate Social Responsibility in SMEs providing accommodation services. The specificity of family firms ID 266</i> | José Manuel Núñez Sánchez, Jesús Molina-Gómez, Pere Mercadé-Mele, Santiago Almadana-Abon. <i>El papel mediador de la compensación total en tiempos de COVID 19 entre la dirección estratégica y la RSC en empresas del sector turístico. ID 612</i> | Beatriz Rodríguez Díaz, Mariano Soler Porta, Antonio Padilla Meléndez. <i>La innovación en el desempeño empresarial de las PYMES turísticas andaluzas ID 157</i> | Patricia Quesado, Sara Serra, Ana Miranda. <i>Auditoria Social e Balanço Social: Análise Exploratória ID 180</i> |
| 10:30 - 10:45 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

10:45 - 11:15

Coffee-break

| Parallel Sessions 7 | | | | | | | | | |
|---------------------|---|--|--|--|--|---|---|---|---|
| 11:15-12:55 | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| | S55 Tourism Sustainability 8 EN Hybrid | S56 Pandemics, Risk, Safety and Tourism EN Hybrid | S57 Turismo e Sustentabilidade 1/Turismo y Sostenibilidad 1 PT/ES | S58 Turismo e Sustentabilidade 2/Turismo y Sostenibilidad 2 PT/ES | S59 Patrimónios Alimentares/Patrimónios Alimentícios PT/ES Hybrid | S60 Tendencias Atuais em Turismo 1/Tendencias actuales del Turismo 1 PT/ES | S61 Gestão de Marketing 2/Gestión de Marketing 2 PT/ES | S62 Tendencias Atuais em Turismo 2/Tendencias actuales del Turismo 2 PT/ES | S63 Pandemias e Segurança em Turismo 2/ Pandemias y Seguridad en el Turismo 2 PT/ES Hybrid |
| Chair | Manuela Guerreiro | Maria Brás | Luis Pereira | Margarida Pocinho | Josefina Salvado | Miguel A. Solano-Sánchez | Cláudia Henriques | Margarida Santos | Carlos Afonso |

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| 11:15 - 11:30 | Jorge Ramos. <i>Artificial reefs and tourism: a bibliometric approach ID 51</i> | Miguel Puig, Ginesa Martínez del Vas, Maricruz Cádiz Gómez. <i>Is safe tourism a way to assure also "safe" beaches? Empirical evidence based on the Spanish Case ID 121</i> | Guzmán A. Muñoz-Fernández, Nikolay Aguirre, Rocio Arteaga-Sánchez, Jerónimo Torres-Porras. <i>Ecoturismo y reservas privadas omilológicas en los Andes Ecuatorianos: Reserva Buenaventura ID 81</i> | Maria Flora Seixeira, Eusébio Francisco Lima, Fernanda A Ferreira. <i>A sustentabilidade como estratégia de fidelização em hotelaria de luxo ID 89</i> | Lidia Gonçalves Aguiar. <i>Salvaguarda de Memórias no Contrabando de Patrimónios Alimentares: A emergência das mulheres nesta atividade ID 46</i> | Salvador Moral Cuadra, Miguel Ángel Solano-Sánchez, Minerva Aguilar-Rivero, Lucía García-García. <i>¿Influye el nivel educativo en las motivaciones hacia un destino fronterizo? El caso de la frontera norte entre República Dominicana y República de Haití ID 70</i> | Marcelo Ferreira, Ana P. Sérgio, Júlia Quintão, Luiz Godinho, Alessandra Franco. <i>O mercado da morte ou pós vida: existem estratégias de marketing de relacionamento adotadas pelas funerárias para fidelizar clientes na aquisição de planos funerários no Brasil? ID 141</i> | Natália Valle, Marcelo Chemin, Vander Valduga. <i>A Systematic Literature Review on Literary Tourism Practices ID 122</i> | Isabel Carrillo-Hidalgo, Juan I. Pulido-Fernández, Jairo Casado-Montilla, Yaiza López-Sánchez. <i>Características e intenciones de viajar del turista de interior post COVID-19 y su influencia en el gasto turístico ID 90</i> |
| 11:30 - 11:45 | Jose L. Oviedo, Laura Ribeiro, Jorge Ramos. <i>Online surveys in the field: How important and feasible it is? ID 54</i> | Filipe Sardo, Irina Saur-Amaral, Teresa Aragonez. <i>Are We Scared of Pandemics and Ukraine? Short-term</i> | Patricia Milanés-Montero, Esteban Pérez-Calderón, Ana C. País-da Silva. <i>Analysis of the Level of Environmental Commitment</i> | Adriana Roseli Wunsch Takahashi, Flavio Hourneaux Júnior. <i>Sustainability as a Dynamic Capability: a proposal for</i> | Maria José Araújo. <i>Práticas alimentares em tempos de pandemia: que marcadores? ID 76</i> | Minerva Aguilar-Rivero, Ramón Rueda-López, Rosario Brito-Guerrero, Lucía García-García. <i>Turismo cinematográfico ID 75</i> | Álvaro J. Rojas-Lamorena, Salvador Del Barrio-García, Juan Miguel Alcántara-Pilar. <i>El efecto de la reputación corporativa y el WOM como antecedentes del</i> | Edna Cardoso, Marlusa Gosling, Eduardo Teixeira Magalhães. <i>A experiência turística: percepções dos fatores de sucesso do Festival Folclórico de Parintins a partir da</i> | Maria-Encarnacion Andres-Martinez, Jose-Luis Alfaro-Navarro. <i>The effects of Covid-19 pandemic over the consumer</i> |

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| 11:45 - 12:00 | Milene Lança, João Albino Silva, Luís Pereira, Jorge Andraz, Rui Nunes. <i>Residents' Perceptions of Tourism Impacts in the Algarve and its Contributions to Sustainable Tourism Development</i> ID 586 | <i>Avoidance of Holidays in Another EU Country</i> ID 218 | Thandokazi Mbane, Ikechukwu Ezeuduji. <i>The perceptions of residents and police officials regarding Crime and Security in Cape Town Township Tourism: A qualitative approach</i> ID 495 | <i>Declared in the European Hotel Sector</i> ID 150 Ana Silvério, Paula O. Fernandes. <i>How Has Backpacking Tourism Permeated the Experiences of Backpackers? Perspectives, Idiosyncrasies and Trends in the Literature</i> ID 397 | <i>integrating SDGs in the organisations</i> ID 174 | Sara Meurer, Sérgio Murilo Petri, Hans Michael van Bellen. <i>Indicadores para a gestão de recursos hídricos: proposta de um framework na indústria hoteleira</i> ID 324 | Bruno M. Ferreira, Patrícia Spinosa, Manuel Reis. <i>Entomophagy: insect consumption as sustainable food alternative</i> ID 151 | Sandra Filipe, Anabela Rocha, Bruno Silva. <i>Emoção, Adrenalina e Natureza no Turismo de Aventura: estudo sobre as motivações dos Millennials</i> ID 401 | <i>Brand Equity de las series de televisión</i> ID 144 Marcelo Ferreira, Van Basten S Moura, Ana Cláudia Santos, Alessandra Aparecida Franco, Henrique Cordeiro Martins. <i>Beba sem moderação! Análise empírica do trade marketing, da decisão de compra e do consumidor de cerveja no Brasil e outros países</i> ID 202 | <i>aplicação do Modelo de Bordas e da Teoria de Script</i> ID 195 | <i>hotels valuation: the case of Cuenca</i> ID 104 |
| 12:00 - 12:15 | João Albino Silva, Rui Nunes, Luís Nobre Pereira, Jorge Andraz, Ana Rita Manjua Rijo, Joana Henriques Ferreira. <i>Behaviors and Perceptions of Tourists in the Algarve and their Implications for Tourism Sustainability</i> ID 587 | Thandokazi Lulu Mbane, Ikechukwu Onyekwere Ezeuduji. <i>Exploring the safety of residents in Cape Town Township Tourism: A quantitative approach</i> ID 496 | Jessica P. Ferreira, Paula Odete Fernandes. <i>The Application of Sustainable Practices in Tourism: The Case of Olive-Growing in the Region of Trás-Os-Montes</i> ID 456 | Isabel Vieira, Elisa Alén, Didiana Fernandes, Ana Paula Rodrigues. <i>Sustainable tourism development in times of pandemic: correlational analysis applied to residents of a Portuguese historic town</i> ID 325 | Geórgia Caetano Santos, Juliana Maria Magalhães, Christino, Ana Luíza Silva Noronha. <i>Consumo gastronómico de alimentos locais e seus possíveis motivadores: uma análise bibliométrica internacional</i> ID 206 | Maria Rita Ferreira Jacinto, Ezequiel Pinto, Carlos M. Afonso, Manuel Serra, Nuno António. <i>Nutritional adaptation of traditional recipes in the IT-AMGABAlgarve</i> ID 462 | Maria Rita Ferreira Jacinto, Ezequiel Pinto, Carlos M. Afonso, Manuel Serra, Nuno António. <i>Nutritional adaptation of traditional recipes in the IT-AMGABAlgarve</i> ID 462 | Maria del Mar Martín-García, Juan Carlos Gazquez-Abad, Jose Luis Ruiz-Real, Juan Uribe Toril. <i>Ready to welcome golf tourism</i> ID 415 | Alyce Cardoso Campos, Valderi de Castro Alcântara, José Willer do Prado, Daniel Carvalho de Rezende. <i>Memes como estratégia de marketing digital: uma análise bibliométrica</i> ID 220 | Marta Gemma Nel-Lo Andreu, Alba Font Barnet, Meritxell López Folch. <i>Rediscovering Mediterranean landscapes through coastal well-being walks in Southern Catalonia</i> ID 343 | Francisco José Rey-Carmona, Julia Margarita Núñez-Tabales, Angelo Puccia, Yaiza María López-Sánchez. <i>Disposición de los residentes a atraer el turismo durante la pandemia provocada por la COVID-19</i> ID 130 |
| 12:15 - 12:30 | António Azevedo. <i>One hundred-foot waves": mapping cultural ecosystem services in a coastal hotspot</i> ID 525 | Paulo Duarte, Cristina Estevão, Ana Maria Campón-Cerro, Carlos Costa, Adília Cabral. <i>Reassessment of the Influence of Socio-demographic Variables on Hotel Choice during Pandemic</i> ID 499 | Sara Gomes Silva, Tiago Marques, Saulo Folharini, Jorge Novais, António Vieira. <i>O impacto das mudanças climáticas nas motivações do destino nas áreas protegidas no Noroeste de Portugal</i> ID 575 | Daniel Imbert-Bouchard, Ainhoa Carballido-Risco. <i>Indicadores Smart para la medición del grado de accesibilidad del destino turístico</i> ID 477 | Miriam Oliveira Santos, Sérgio Ricardo Fiori. <i>Rotas, rumos e mapas. Os caminhos do turismo contemporâneo</i> ID 446 | Miriam Oliveira Santos, Sérgio Ricardo Fiori. <i>Rotas, rumos e mapas. Os caminhos do turismo contemporâneo</i> ID 446 | Miriam Oliveira Santos, Sérgio Ricardo Fiori. <i>Rotas, rumos e mapas. Os caminhos do turismo contemporâneo</i> ID 446 | Edilene Pauli Wilvert, Allan Augusto Platt, Marco Ocke. <i>Fatores que influenciam o consumidor a participar do Live Streaming Commerce: Estudo com moradores de um município da Grande Florianópolis</i> ID 236 | Jacqueline Maria Corá, Pedro Alcântara Bittencourt César. <i>Turismo criativo e o carnaval de blocos de rua de Caxias do Sul-Brasil</i> ID 527 | Diogo Sousa Caixeiro, Luís Vilela Pimentel, Maria Joao Machado. <i>Alojamento local em época de pandemia Covid-19</i> ID 163 | Adalberto Dias de Carvalho. <i>From Pandemic Constraints to Travel as a Liberation Horizon</i> ID 175 |
| 12:30-12:55 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

13:00-14:30 Lunch
14:30 - 15:00 Keynote 5: Professor Stefan Gössling. *Tourism and Climate Change: No More Excuses.* Chair: Margarida Santos
15:00 - 15:10 Debate

| Parallel Sessions 8 | | | | | | | | | |
|---------------------|---|--|---|--|---|---|--|---|---|
| 15:15-17:55 | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| Chair | Dora Agapito | Manuel Alector Ribeiro | Nelson Matos | Georgette Andraz | Miguel Á. Solano-Sánchez | Thomas Panagopoulos | Margarida Jesús | Salvador Moral Cuadra | Marisol Correia |
| 15:15 - 15:30 | S64 Tourism Management and Sustainability EN Online | S65 Tourism Digitalization and Sustainability EN Hybrid | S66 Tourism Planning and Management 3 EN | S67 Estratégia, Liderança e Empreendedorismo 2/Estrategia, Liderazgo y Emprendimiento 2 PT/ES | S68 Turismo Cultural 2/Turismo Cultural 2 PT/ES Hybrid | S69 Gestão Sustentável 2/Gestión Sostenible 2 PT/ES | S70 Gestão de Recursos Humanos 5/Gestión de Recursos Humanos 5 PT/ES | S71 Planeamento e Gestão do Turismo 5/Planificación y Gestión del Turismo 5 PT/ES | S72 Estratégia, Liderança e Empreendedorismo 3 /Estrategia, Liderazgo y Emprendimiento 3 PT/ES Online |
| 15:15 - 15:30 | Javier Pérez, Fang-wei Chen, Pilar Alarcon Urbistondo. <i>Effects of recommender systems different information-based on tourism behaviour intention</i> ID 40 | Flavia Rocha Figueiredo Neves, Paulo Renato de Sousa, Paulo Alexandre Pereira Alves de Almeida. <i>When Virtual Spaces Permeate Adaptive Spaces: the impacts of virtuality on leadership roles</i> ID 132 | Carina Ramos Jesus. <i>Company resilience in the tourism industry: An exploratory literature review</i> ID 154 | Marcelo Silva Ângelo Ferreira, Ana Paula Sérgio, Júlia Quintão, Luiz Godinho, Alessandra Franco. <i>Empreendedorismo das profissionais do setor de beleza que se tomaram influenciadoras digitais. Um estudo de casos múltiplos em uma cidade brasileira</i> ID 142 | Fabio Abreu Santos, Livia Maria Oliveira Dos Santos Silva, Luiz Cezar Silva Dos Santos. <i>A Cerâmica De Icoaraci Como Produto Turístico: Caracterização Da Prática Cultural E A Percepção Dos Turistas Na Cidade De Belém-Pa (Brasil)</i> ID 247 | Liliya Mykolaivna Prokopchuk, Antonio Juan Briones-Peñalver. <i>Evolution of business models for the drinking water market in Ukraine and their application in the conditions of the new European concept of the blue economy</i> ID 303 | Marta Sofia Cebolinho, Anabela Gomes Correia. <i>Recrutamento e Seleção de Profissionais de TI: Principais Desafios da Contratação</i> ID 289 | Salvador Moral Cuadra, Miguel Ángel Solano-Sánchez, Lucía Castaño-Prieto, José Manuel Taveras. <i>¿Influye la población local en el apoyo al desarrollo de actividades turísticas? El caso de la región noroeste de República Dominicana</i> ID 71 | Dalmo Marins, Anderson de Souza Sant'Anna. <i>Competências e Estilos de Liderança: Um Estudo Comparativo entre Empresas com Diferentes Origens do Capital</i> ID 26 |
| 15:30 - 16:45 | Daniela Beatriz Meneses, Carlos Manuel Costa, Fernanda Amélia Ferreira. <i>The importance of networks in sustainable destination management – conceptual approach</i> ID 232 | Juana María Padilla-Piarnas. <i>Cross-sectional study of users' complaint behaviour on global hotel Apps</i> ID 189 | Marta Andrade-Cunha, Ana Irimia-Díez. <i>A Holistic Perspective of the Concept of Tourism Experience and the Co-Creation Process</i> ID 296 | Alves, Plínio Rafael Reis Monteiro, Cintia Pinto, Frederico Leocadio Ferreira. <i>Sports sponsorship and brand equity of brands sponsoring sports material of Brazilian soccer clubs</i> ID 198 | Hilal Akdemir, Maria Alexandra Rodrigues Gonçalves, José Manuel Sousa de São José. <i>The role of creative tourism in tackling social exclusion among older artisans: The case of Loulé Criativo: A qualitative methodological approach</i> ID 317 | Soraia Vieira Nóbrega, Marisa Cesário, Dora Agapito. <i>Sustainable consumption habits of local food products: a study in Lagos</i> ID 334 | Sandra Sánchez-Cañizares, Guzmán Muñoz-Fernández, José Antonio Gómez-Limón. <i>¿Mejoran las políticas activas del mercado de trabajo (PAMT) las condiciones salariales y la creación de empleo? Un análisis aplicado a la región de Andalucía (España)</i> ID 295 | Janete Fernandes Silva, Marília Saraiva Pereira. <i>Turismo Rural como Alternativa Econômica para Produtores Rurais de Brumadinho</i> ID 238 | André Wilson Medeiros Carneiro, Anderson de Souza Sant'Anna, Daniela Martins Diniz. <i>Liderança Transacional e Transformacional: Um Estudo na Polícia Rodoviária Federal Brasileira</i> ID 32 |
| 16:45 - 17:00 | Ester Câmara, Margarida Pocinho, Dora Agapito, Saúl Neves Jesus. <i>Meaningful experiences in tourism: A systematic review of psychological constructs</i> ID 380 | Tânia Cardoso, Suzanne Amaro, Cristina Barroco. <i>Wine tourist's journey with technologies</i> ID 329 | Teresa Rodrigues, João Filipe Marques. <i>Happiness on wheels: an exploitation on motivations, lifestyle and experiences of travelers in motorhome in the Algarve, through Positive Sociology</i> ID 371 | Marlusa Gosling, Weslen Souza, Stela Corrêa, Iury Sevilha Gosling, Eduardo Magalhães. <i>Fatores Que Influenciam a Satisfação e Lealdade Dos Clientes na Prestação De Serviço Pelo Metrô-BH</i> ID 199 | Jesús Heredia-Carroza, Luis Palma, Luis F. Aguado, Jesús Peña-Vinces. <i>Feeling or fame: What motivates the audience to consume flamenco live shows?</i> ID 524 | Patricia Silva, Raul Pinto, Iolanda Castro, Ekaterina Enchikova, Rui Pimenta. <i>Custo-utilidade dos programas de gestão de cuidados dos doentes com Insuficiência Cardíaca – Uma Revisão sistemática</i> ID 350 | Juliana Estácio Rios, Kely César Martins Paiva, Fernando Rejani Miyazaki, Joel Dutra. <i>Avaliação de Desempenho na Percepção dos Envolvidos: Estudo de Caso em uma Siderúrgica Brasileira</i> ID 312 | Pedro de Alcântara Bittencourt César, Michele Pinheiro Trentin, Franciele Berti. <i>Gramado (Brazil): study of the relations of appropriation and its contradictions in its central tourist area</i> ID 272 | Belem Barbosa, Sara Gil. <i>Marketplaces e internacionalização de pequenas e médias empresas: Uma revisão sistemática de literatura</i> ID 95 |
| 17:00-17:15 | Sanjay Sengupta. <i>Climate change in India with respect to tourism</i> ID 579 | Konstantinos Solakis, Jesús Peña-Vinces. <i>The role of ICT in the relationship amongst satisfaction, revisit intention, and the offer in the context of theme parks, Spain</i> ID 526 | Anja Hergesell. <i>What determines holiday transport mode choice? A portfolio choice study</i> ID 539 | Leydiana de Sousa Pereira. <i>A abordagem multicritério na proposição de um framework para a tomada de decisão estratégica da localização de um empreendimento</i> ID 433 | Jesús C. Pérez-Gálvez, María B. García-Moreno, Gema Gómez-Casero Fuentes, Manuel A. Pérez-Priego, Carol A. Jara Alba. <i>El papel de la invarianza factorial en la validación de las motivaciones "push" del turista senior que visita la ciudad de Córdoba: Un análisis desde la perspectiva de género</i> ID 190 | Jose Luis Caparrós Martínez, Rosa María Martínez Vázquez, Jaime De Pablo Valenciano, Juan Milán García, Jose Ramos Pires Manso. <i>Trends in scientific research: The case of Posidonia Oceanica</i> ID 374 | Iamila Maria Prado Resende, Simone Costa Nunes, Amyra Moyzes Sarsur, Oswaldo Ferreira Barbosa Júnior. <i>Professional Rehabilitation and How Those Who Have Suffered From Injury or Disease Return to the Workforce</i> ID 333 | Ana Bender, Dora Agapito, Manuela Guerreiro. <i>Exploring the Conceptualization of Destinationscape</i> ID 327 | Marco Castiglioni, Jennifer Medina Zamora, Ignacio Castro Abancéns, José Luis Galan Gonzalez. <i>Internationalization strategies in the airline industry: a study on the regionalization hypothesis</i> ID 413 |

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| 17:15-17:30 | Maja Šerić, Josip Mikulić, Đurdana Ozretić Došen. Destination Relationship Marketing During Challenging Times. The Role of Integrated Marketing Communications ID 594 | Diana Filipa Mendes, Francisco Cruz, Tomás Brandão. <i>The Importance of Accommodation Images in Online Booking Sites: A Systematic Literature Review ID 145</i> | Nelson M. S. Matos, Elisabete Maria Sampaio de Sá, Paulo Alexandre de Oliveira Duarte. <i>A review and extension of the Flow Experience concept. Insights and directions for Tourism Research ID 608</i> | Patrícia Raquel Fernandes Martins, Saúl Neves de Jesus, Patrícia Pinto, Margarida Pocinho. <i>Wellness Tourism: A Systematic Literature Review ID 298</i> | José Valverde-Roda, Lucía Castaño-Prieto, José Enrique Ramos-Ruiz, Ramón Rueda-López. <i>Turismo patrimonial en la ciudad de Granada (España) ID 97</i> | Ana Belén Alonso Conde, Javier Rojo-Suárez. <i>Incorporation of the principles of sustainable economics in higher education in Business Administration and Tourism ID 619</i> | Flavio Augusto Menezes, Hudson Fernandes Amaral. <i>Capital Intelectual e as Evidências de Desempenho Econômico-Financeiro das Empresas Estatais não Dependentes ID 345</i> | Rafaela Martins, Bernardete Sequeira, Manuela Guerreiro. <i>Exploring emotions in tourists' experiences based on cognitive appraisal theory. Insights from Algarve, Portugal ID 406</i> | Marco Castiglioni, Jennifer Medina Zamora, Ignacio Castro Abancéns, José Luis Galán González. <i>A proposal for a new internationalization index: The globality index ID 417</i> |
| 17:30-17:55 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

18:00-18:30 Coffee-break

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| 18:30-20:00 | Room 1 (Plenary) | Room 2 | Room 3 | Room 4 | Room 5 | Room 6 | Room 7 | Room 8 | Room 9 |
| | S73 Tourism Sustainability 9 EN Online | S74 Tourism Planning and Management 4 EN Hybrid | S75 Turismo e Sustentabilidade 3/Turismo y Sostenibilidad 3 PT/ES | S76 Estratégia, Liderança e Empreendedorismo 4/Estrategia, Liderazgo y Emprendimiento 4 PT/ES | S77 Cultura Organizacional e Governança/Cultura Organizacional y Gerencia PT/ES Online | S78 Impactos do Turismo/Impactos del Turismo PT/ES | S79 Turismo e Gastronomia 2/Turismo y Gastronomía 2 PT/ES | S80 Marketing e Recursos Humanos/Marketing y Recursos Humanos PT/ES | S81 Gestão de Marketing 3/Gestión de Marketing 3 PT/ES Online |

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| Chair | Thomas Panagopoulos | Manuel Alector Ribeiro | Nelson Matos | Georgette Andraz | Marisol Correia | Ana Renda | Josefina Salvado | Margarida Jesús | Carlos Afonso |
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| 18:30-18:45 | Julio Vena-Oya, José Alberto Castañeda-García, Miguel Ángel Rodríguez-Molina. <i>Determinants of tourist expenditure in cultural micro-destinations: Strategies to increase the likelihood of spending ID 68</i> | Didiana Fachada Fernandes, Isabel Vieira, Fernando Cardoso, Ana Guia, Ana Paula Rodrigues. <i>Seasonality mitigation strategies - The case of the Douro Museum ID 381</i> | Laura Hernández-López, Salvador Del Barrio-García, M Belén Prados-Peña. <i>Antecedentes de la Co-Creación de Valor en comunidades virtuales de ecoturismo: Gamificación, Participación ID 197</i> | Diogo Di Mambro Oliveira, José Roberto de Souza Francisco, Hudson Fernandes Amaral. <i>Intangibilidade e o seu Impacto no Desempenho de Mercado de Empresas Brasileiras e Estadunidenses ID 451</i> | Lana Rodrigues da Costa Farias, Randal Martins Pompeu, Marcus Mauricius Holanda, Ralciney Márcio Carvalho Barbosa, Thiago Braga Martins. <i>Avaliação de Impacto da Capacitação Profissional dos Alunos Egressos de um Projeto Social ID 168</i> | Julia Margarita Núñez-Tabales, Francisco José Rey-Carmona, José Luis Durán-Román, Isabel Carrillo-Hidalgo. <i>Actitudes de la comunidad de acogida hacia los impactos del turismo en momentos de pandemia de COVID-19: Un análisis de conglomerados ID 126</i> | Diego Gómez-Carmona, Pedro Pablo Marín Dueñas, Nelson Manuel da Silva de Matos, Marisol B Correia. <i>El Enoturismo en Perspectiva ID 66</i> | Ana Grilo, Patrícia Pinto, Dora Agapito. <i>O marketing social como condutor-chave da transição para a economia circular: Estudo de caso do Município de Loulé ID 293</i> | Marlusa de Sevilha Gosling, Gabriel Henrique Rocha Santos, Iury Teixeira de Sevilha Gosling, Humberto Elias Garcia Lopes. <i>O Comportamento do Consumidor e a Eficácia das Estratégias de Marketing Esportivo ID 204</i> |
| 18:45-19:00 | Susana Margarida Miei, Liliam Monteiro. <i>Sustainable Tourism Development in Cape Verde: perceptions of the local population under the Magical Pentagon framework ID 196</i> | Thandokazi Lulu Mbane, Andries de Beer, Ikechukwu Onyekwere Ezeuduji. <i>Pro-poor tourism strategy: Towards poverty alleviation in South African townships ID 498</i> | Margarida Cunha, Carla Silva, Susana Fonseca. <i>The Tourist (Pre) Experience Promoted by Dark Tourism Destinations ID 494</i> | Denise Aparecida Hipólito Borges, Mônica Carvalho Alves Cappelle, Daniel Carvalho de Rezende. <i>Action research in graduate program management: a participatory strategic proposal ID 490</i> | Sara Serra, Káta Lemos, Paula Oliveira. <i>Corporate governance disclosure: a study of the determinants factors ID 200</i> | Claudia Soares Faias, Claudia Moreira Seabra, Ana Caldeira, Maria Graça Batista. <i>Impactos do Turismo em Territórios Insulares - o caso do Arquipélago dos Açores ID 405</i> | Maria Eugenia Rodríguez López, Juan Miguel Alcántara-Pilar, Salvador Del Barrio-García. <i>Los valores culturales individuales como determinantes del proceso actitudinal en el restaurante. Una perspectiva diferente para la comprensión de la formación del brand equity ID 113</i> | Carla Rosângela Binsfeld, Rafaela Fernandes Goncalves, Marcos Guilherme Schafer, Brenda Silva, Eduardo Daltrozo Gutierrez, Jonas Zeni Klafke, Natan Klein, Paulo Ricardo Nazario Viecili. <i>Burnout Syndrome in Healthcare Professionals Who Worked on the Frontline of COVID-19 ID 553</i> | Fábio Faiad Bottini, Kely Cesar Martins de Paiva, Davi Faiad Bottini, Michelle de Souza Rocha. <i>Resiliência individual, prazer, sofrimento e comprometimento organizacional de Servidores Públicos Federais ID 228</i> |
| 19:00-19:15 | Josefa Garcia-Mestanza, Marco Antonio Cruz-Morato, Marina Haro-Aragu. <i>Hotel sustainability and productivity: A Systematic Literature Review using ProKnow-C methodology ID 222</i> | Nelson M. S. Matos, Paulo Alexandre de Oliveira Duarte, Elisabete Sampaio de Sá. <i>Once-in-a-lifetime leisure experiences (OLLE): The role of Flow, novelty, and interpersonal interaction on tourists' satisfaction and memories ID 609</i> | Alexandra Castillo, Carla Silva, Cláudia Seabra, Susana Fonseca. <i>Digital Storytelling Experiences Promoted by the Official Websites of Peru ID 489</i> | Adelino Leitão Trindade, Nicolau Miguel Almeida. <i>O Controlo de Gestão nas Micro e PME do Distrito de Portalegre ID 577</i> | Marlusa de Sevilha Gosling, Juliana Ribas de Moura, Iury Teixeira de Sevilha Gosling, Eduardo Teixeira Magalhães, Millena Bragança de Sousa. <i>Pesquisa de Satisfação dos Alunos Assistidos pela Fundação Universitária Mendes Pimentel ID 210</i> | Mariana Baldi, Fernando Dias Lopes, José Augusto Lacerda Fernandes. <i>Urban tourism, Urban Inequality and Large urban projects: a reflection on the case of Cais Mauá in Porto Alegre ID 468</i> | Kettrin Farias Bem Maracajá, Adriana Fumi Chim Miki, Rui Augusto Da Costa. <i>Status and dimensions of research on cooperation in Wine Tourism ID 244</i> | Carla Rosângela Binsfeld, Rafaela Fernandes Goncalves, Marcos Guilherme Schafer, Leilane Grubba, Paulo Ricardo Nazario Viecili. <i>As pessoas com transtorno do espectro do autismo (TEA) e o mercado de trabalho ID 554</i> | Rafael Antonio de Almeida Silva, Yasmim Priscila Silva Rosa, Gabrielly Gazolli Rosa Dias, Gabrielly Helena Maciel de Moura, Michelle Regina S. Dutra. <i>Perfil de compras virtuais e reais com RPG durante a pandemia de COVID-19: uma análise com estudantes universitários de diferentes gerações ID 361</i> |
| 19:15-19:30 | Vitor Rodrigues, Celeste Eusébio, Zélia Breda. <i>Enhancing sustainable development through tourism digitalisation: A systematic literature review ID 570</i> | Jinous Sadighha, Ana Cláudia Campos, Manuela Guerreiro, Patrícia Susana Lopes Guerrilha dos Santos Pinto. <i>Stimulating guest participation in value co-creation: lessons learned from Portuguese hotels ID 407</i> | Tiago Marques, Sara Silva, Saulo Folharini, Jorge Novais, António Vieira. <i>Pedestrianismo e as mudanças climáticas nas áreas protegidas no Noroeste de Portugal ID 590</i> | Ruben Fernandes, Juliana Alves, António Azevedo. <i>Influência das séries televisivas de crime da formação da imagem do destino e na (des)motivação para viajar: análise qualitativa das reviews dos espetadores ID 522</i> | Laura Januzzi Millo, Cristiana Trindade Ituassu. <i>Cultura Organizacional, Disney e Controle: As Relações de Trabalho no Happiest Place on Earth ID 229</i> | Soraia Gonçalves, Laurentina Vareiro, Eva Miranda. <i>The impact of tourist taxes on Portuguese local budgets ID 542</i> | Kettrin Farias Bem Maracajá, Bruno Pacelly Monteiro Da Costa, Rui Augusto Da Costa. <i>Evaluation of Craft Beer in Campina Grande (Brazil) From a Tourism Perspective ID 245</i> | Márcia Bandeira Landerdahl Maggioni, Vânia Medianeira Flores Costa, Carla Rosângela Binsfeld. <i>Estratégias de autoliderança e sua manifestação nas atuações de mulheres profissionais pós maternidade ID 545</i> | Clarisse de Aguiar Toniatti, Manuela Guerreiro, Luís Nobre Pereira, Carla Viana. <i>Emerging Branding Trends in the Post-COVID World ID 509</i> |
| 19:30-20:00 | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate | Debate |

20:00 Closing Session

Saturday, 19 November 2022

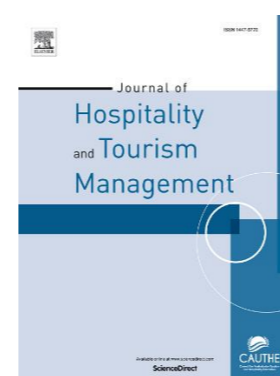
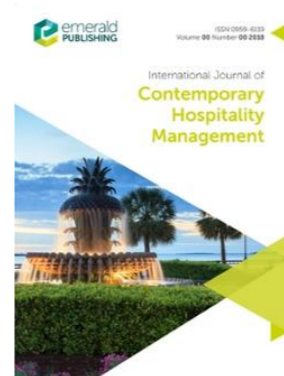
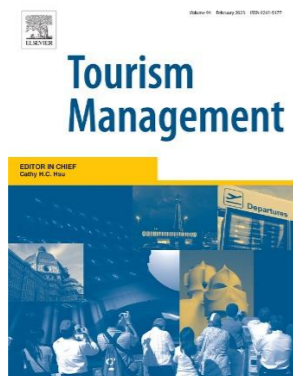
Full-Day Optional Tour: Walking trails in amazing coastal areas (Ria Formosa + Praia da Marinha), Saturday market in Loulé + visit of a local wine cellar + wine tasting and regional tapas

Organisations:



Associated Journals:

Tourism & Management
Studies



Abstracts
Parallel Sessions



Research-Shopping phenomenon: combinations of channels and touchpoints on the customer journey in Generation Z

Vasco Afonso

Faculty of Economics, University of Algarve, vascoafonso1@gmail.com

Manuela Guerreiro

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Bernardete Sequeira

Faculty of Economics, University of Algarve and CICS.NOVA, besquei@ualg.pt

Digital technologies are revolutionizing how consumers search for information, compare products and services, carry out purchases, and relate to companies and other customers. Easily consumers can combine different channels to search for information about products and buy them. The presence of multiple channels and touchpoints, available online and offline, allows consumers to interact with retailers during the customer journey constantly. The “research-shopping phenomenon” attitude, where customers search the product in one channel and finalize the purchase in a different one, moving between digital and physical platforms, results in new shopping activities. In this way, showrooming and webrooming emerge from consumers exploiting new channels provided by a multichannel environment. In a time where Generation Z is the largest consumer group, it is crucial to understand their use of channels and touchpoints across the customer journey. By analysing the “research-shopping phenomenon” in showrooming and webrooming, this study aims to understand how Generation Z moves through the different channels and touchpoints along the customer journey and the factors that drive such behaviour. A qualitative methodology was used, carrying out criteria-based semi-structured interviews with Generation Z consumers, proceeding to a thematic analysis of its content. The results demonstrate that both in showrooming and webrooming, the interchangeable use of channels and touchpoints can result in a very complex and dynamic journey.

Keywords: Generation Z, research-shopping, showrooming, webrooming, channels, touchpoints. [ID 288]

Salvaguarda de memórias no contrabando de patrimónios alimentares: a emergência das mulheres nesta atividade

Lídia Gonçalves Aguiar

Instituto Superior de Ciências Empresariais e do Turismo, lagoon@iscet.pt

Neste artigo pretende-se abordar conceitos relativos ao contrabando de patrimónios alimentares numa abordagem analítica às memórias de “fronteira” dentro do contexto socioeconómico em que o contrabando se inseria, desde os anos 40 do século XX até à sua abertura. Por serem memórias que marcaram para sempre a comunidade de Melgaço analisa-se a importância da sua patrimonialização e musealização. Focou-se o estudo em particular na forma como as mulheres tiveram um papel fundamental no desenrolar do contrabando, nas suas estratégias e na forma como diplomaticamente lidavam com a Guarda Fiscal, conseguindo, assim, ultrapassar as dificuldades. Metodologicamente recorre-se à revisão de bibliografia e a entrevistas não dirigidas a informantes privilegiados constituindo um mundo paralelo vivido neste concelho, onde a mulher teve uma importância singular no contrabando garantindo o sustento familiar, pelo seu desempenho no contrabando dos patrimónios alimentares. Em conclusão, pretende-se analisar a emergência do papel da mulher em tempos de grandes carências alimentares para que nada faltasse no sustento das suas casas, sendo por isso necessário nos dias de hoje reconhecê-lo procedendo à sua devida patrimonialização e musealização.

Palavras-chave: Patrimónios alimentares, contrabando, papel das mulheres, patrimonialização, musealização. [ID 46]

Turismo Cinematográfico

Minerva Aguilar-Rivero

University of Córdoba, u52agrim@uco.es

Ramón Rueda-López

Universidad de León, Ramon.rueda@unileon.es

Rosario Brito-Guerrero

University of Córdoba, d32brgum@uco.es

Lucía García-García

University of Córdoba, Z12gagal@uco.es

En las últimas dos décadas vemos que han venido desarrollándose nuevas y numerosas tipologías turísticas. A razón de lo que podemos denominar como el turista 3.0, vemos una nueva manera de entender el ocio. El perfil del turista actual toma la acción, la participación activa con respecto a su experiencia en los viajes. Podemos empezar a hablar de la calificación de turismo creativo, donde se busca un aprendizaje propio del destino. En este sentido, destacamos el turismo cinematográfico, una nueva tipología turística que dirige los flujos hacia industrias creativas, y que se consolidan como elemento esencial de la promoción de estrategias derivadas de la cultura y el audiovisual, contando con la ineludible presencia de localizaciones de gran belleza paisajística o caracterización, y de las cuales se derivan actividades y eventos relacionados con el cine. Tras el estudio realizado, basado en difusión de encuestas online, se ha analizado el perfil sociodemográfico de estos turistas, sus motivaciones y el valor percibido por los mismos con el destino cinematográfico. Dentro de los principales resultados obtenidos, vemos un perfil de turista joven, con un alto nivel de estudios, con ingresos medios y altos, perteneciente al mundo de la empresa privada y estudiante. Se destaca su atracción por la belleza paisajística, la experiencia cultura y el entretenimiento entre otras, valorando especialmente los bellos paisajes y atracciones naturales, el atractivo de las ciudades y pueblo, la comida local atractiva e incluso el medio ambiente no contaminado en los destinos cinematográficos. Podemos empezar en este punto a articular nuevas estrategias, relacionadas con la desestacionalización y la sostenibilidad como alternativa al turismo tradicional, basándonos en las demandas de los turistas.

Palabras clave: Turismo, patrimonio, destino, Córdoba [ID 75]

The role of creative tourism in tackling social exclusion among older artisans: The case of Loulé Criativo

Hilal Akdemir

CinTurs and Universidade do Algarve, akdemirhilal@hotmail.com

Maria Alexandra Patrocínio Rodrigues Gonçalves

Universidade do Algarve, marodrig@ualg.pt

José Manuel Sousa de São José

Universidade do Algarve, jsjose@ualg.pt

Although there is a line of research on the role of creative tourism in local development, the studies inserted in this line do not explore the contribution that creative tourism can make in combating the social exclusion of older artisans and in promoting their QoL. However, there are research on the positive impact of creativity in older ages. This neglected social aspect of creative tourism is fundamental to the sustainability of creative tourism and the communities in which it is located. Hence, in this context, perhaps there is an unexplored benefit of creative tourism on the older group, which is the most prominent but has not been the subject of any study before in the creative tourism literature. Therefore, in this study we will focus on the potential of creative tourism in tackling the social exclusion of older artisans by examining the Loulé Criativo Turismo Network through semi-structured, in-depth interviews and participant observations. As a result, we will explore which social exclusion dimensions are affecting positively by creative tourism activities, and which dimensions of QoL occurs because of this relation. As a result, we will discover the linkages of these dimensions and how they affect well-being of older artisans. In practical manners the results will show a pathway to policy makers, creative tourism initiatives and local authorities, on how to use creative tourism to foster social integration of disadvantaged groups.

Keywords: Creative tourism, social exclusion, social inclusion, older age, later life, quality of life, well-being. [ID 317]

An analysis of user-generated contents next to the Warta River in Poland

Arash Akhshik

Jagiellonian University Linnaeus University, arash.akhshik@uj.edu.pl

Marianna Strzelecka

marianna.strzelecka@uj.edu.pl

Joanna Tusznió

Joana.tusznió@uj.edu.pl

Rivers build societal foundations by connecting people, and places, inspiring outdoor leisure such as bathing, fishing, or sailing. While the public is more aware of nature and the environment in general, the increasing pressure on natural resources, visiting capacity, and the emotion related to the type of activities during their visitation remain uncharted.

Here, we employed machine learning technique to analyse the user-generated contents (UGCs) to better understand patterns of visits and types of activities next to the case of this study: the Warta River in Poland. This approach is considered “highly relevant” for tourism research and has been gaining momentum recently that can generate new knowledge.

We visualize that the big data generated from the geotagged photos posted on social media contains coordinated information, captions, tags, and time, along with other complementary textual metadata that facilitates the flow of spatial and temporal analysis to tell insightful stories about types of activities, moods, and useful information for destination management.

To that end, we first carried out an analysis of the public Instagram pages based on location, and then of the relevant hashtags for the river, exposing User-Generated Content (UGC) through the visitors’ lens to understand a basic cultural hegemony, the patterns of visit, type of activities and the moods of visitors.

The results of this study, assist in the articulation of patterns and moods proximate to the river, provides unprecedented practical insight, and illuminate the path for further research.

Moreover, unveiling these patterns around the river provides unique insight into how these areas may be effectively managed to convey positive moods and sentiments during visits.

Keywords: Machine learning, rivers, activities. [ID 420]

Soft skills e hard skills: análise bibliométrica a partir da ISI Web of Science

Isadora Ney Matos de Albuquerque

Universidade de Coimbra, isadora.albuquerque@sas.uc.pt

Fátima Regina Ney Matos

Instituto Superior Miguel Torga, fneymatos@ismt.pt

Rafael Fernandes de Mesquita

Instituto Federal do Piauí, rafael.fernandes@ifpi.edu.br

Diante do atual cenário, caracterizado por grandes transformações no mercado de trabalho, torna-se mais exigente a diversidade de habilidades requeridas pelas organizações. O objetivo deste trabalho foi mapear a produção científica sobre hard e soft skills na ISI Web of Knowledge/Web of Science™, uma das principais bases internacionais de dados. Foi realizada uma análise bibliométrica com o uso do software HistCite™, com licença no Brasil e apoio do software VOSviewer. Após a consulta bibliométrica feita na principal coleção do Web of Science™, foram encontrados 36 artigos sobre ‘competências’, ‘hard skills’ e ‘soft skills’, publicados em 29 periódicos distintos escritos por 99 autores que possuem vínculos à 52 instituições, localizadas em 24 países. Os resultados mostraram a importância das soft skills em diferentes segmentos de atividade (gestão de projetos, tecnologia da informação, logística, suprimentos dentre outros). Chamou atenção que nenhum dos dez artigos mais citados tenha realizado pesquisa sobre a área de recursos humanos, possivelmente por já se considerar que sejam inerentes aos profissionais de recursos humanos as habilidades pessoais, sociais e comportamentais.

Palavras-chave: Soft skills, hard skills, bibliometria, recursos humanos. [ID 11]

Percepção do Turismo Religioso em Pernambuco: uma Análise antes e durante a pandemia da Covid-19

Elidomar da Silva **Alcoforado**
FE/UAlg & DHT/UFPE, elidomar.alcoforado@ufpe.br

José António C. **Santos**
Faculty of Economics, University of Algarve and CinTurs, jasantos@ualg.pt

Thaís Vitória Passos da **Silva**
DHT/UFPE, THAISV.50@gmail.com

Josenildo **Brussio**
UFMA, josenildo.brussio@ufma.br

Gloria **Widmer**
DHT/UFPE, gloria.widmer@ufpe.br

A pandemia da Covid-19 tem causado efeitos disruptivos no sistema turístico local, regional, nacional e mundial. As medidas adotadas para o combate à pandemia passam por isolamento social, fechamento de fronteiras, quarentenas, lockdowns, cancelamentos de voos, proibições de eventos, fechamento de comércio, entre outros, que vão de encontro à gênese do turismo, nomeadamente do turismo religioso, segmento do turismo mormente coletivo, aglomerador, procissional e dialógico. Por outro lado, durante a pandemia, avultou-se o uso das mídias sociais como lócus virtual da interação humana, seja para labor, lazer, estudo ou interações sócio-culturais. Neste contexto, este artigo objetiva analisar a percepção do turismo religioso no Estado de Pernambuco, Brasil, a partir da visão de seus usuários, realizando um estudo longitudinal antes e durante a pandemia da Covid-19, a partir das mídias sociais. O arcabouço teórico alicerçou-se nos preceitos do turismo religioso, nos efeitos da pandemia e na díade mídias sociais e turismo. A metodologia de pesquisa partiu de uma abordagem quanti-qualitativa, enfocando o método netnográfico, a análise de conteúdo e análise de sentimento dos relatos de experiências dos próprios turistas, pela vertente qualitativa e o NPS, net promoter score, além de estatística descritiva, pelo pilar quantitativo. Os resultados permitem construir uma visão comparativa da tipologia dos atributos percebidos pelos turistas pré e pós-pandemia, além de uma avaliação positiva do turismo religioso no estado de Pernambuco.

Palavras-chave: Turismo Religioso. Pandemia. Pernambuco. Tripadvisor. Análise de Comentários. [ID 627]

Implantação da Hotelaria Hospitalar em um Hospital Público Federal – Benefícios e Barreiras: o caso do HC/UFPE

Elidomar da Silva **Alcoforado**
FE/UAlg & DHT/UFPE, elidomar.alcoforado@ufpe.br

Joseane **Azevedo**
UFPE, nanespesrs@gmail.com

Vitória Ribeiro **Silva**
UFPE, vitoria.rsilva@ufpe.br

A hotelaria hospitalar surge como um diferencial para as organizações hospitalares que buscam inovar e se manter competitivas no mercado, almejando a humanização do atendimento e a padronização dos serviços prestados, bem como a satisfação dos clientes internos e externos. Além disso, a hotelaria tem sido referência na prestação de serviços em todo o mundo, e ao perceber estas características da administração hoteleira, os hospitais têm buscado mudar estereótipos negativos do setor por meio da implementação desta nova forma de gestão. Tendo isto como base, objetivou-se analisar os benefícios e barreiras à implantação da hotelaria hospitalar no Hospital das Clínicas (HC) da Universidade Federal de Pernambuco. Para isto, foi feita uma pesquisa baseada nos principais conceitos e características da hotelaria, hospitalidade, humanização hospitalar, estrutura organizacional e cultura organizacional, a fim de fundamentar o presente estudo. Foi empregada uma abordagem qualitativa, em um estudo de caso único, utilizando-se para análise e interpretação dos dados a análise de conteúdo. Os resultados obtidos permitiram analisar a importância das práticas humanizadas ao paciente fragilizado, principalmente ante à realidade do serviço público, e identificar os benefícios e barreiras à entrada da Ebserh, e a implantação da hotelaria no HC. Conclui-se que apesar das dificuldades ainda presentes na instituição, houve muitos ganhos e melhorias na prestação dos serviços que beneficiaram o hospital e, principalmente, seus clientes internos e externos.

Palavras-chave: Hotelaria Hospitalar. Humanização. Benefícios. Barreiras. Hospital das Clínicas da UFPE. [ID 628]

More than a simple seller: the role of travel agents in tourism market

Deniza Alieva

Management Development Institute of Singapore in Tashkent, deniza.alieva@gmail.com

Daniel Holgado Ramos

University of Seville, dholgado@us.es

Isidro Maya Jariego

University of Seville, isidromj@us.es

The current study evaluates the professional role of travel agents in the tourism market through analysis of activities performed by them and the contacts they create and maintain due to this. Through application of social network analysis methods, we recreate the networks of professional contacts and establish the place travel agents occupy in tourism service chain. The data was collected from twenty-eight professionals during two rounds of interviews. In the first phase the professional networks of travel agents were recreated, while in the second one the connection between activities performed and members of the networks was established. The data analysis combines qualitative, social networks analysis and structural analysis methods. The exploration of the results demonstrates the interdependence and need for coordination present in the tourism market. The constant interaction plays a vital role in provision of service in the sector, and the travel agents are occupying the intermediate position in the service chain. As a result, they are coordinating the activities of other players in the market and are required to maintain contact with them in order to maintain a constant flow of activities. Such role of travel agents guarantees their high-involvement in process of resources generation and innovative development in the market, amplifying the scope of their activities.

Keywords: Role of travel agents, tourism market. [ID 265]

Passion or profession: factors that can help to attract highly qualified ex-employees after pandemic

Deniza Alieva

Management Development Institute of Singapore in Tashkent, deniza.alieva@gmail.com

Gulnoza Usmonova

University of Las Palmas de Gran Canaria, gulnoza.usmonova@gmail.com

Sherzod Aktamov

Management Development Institute of Singapore in Tashkent, shaktamov@mdis.uz

Shukhrat Shadmanov

Management Development Institute of Singapore in Tashkent, shshadmanov@mdis.uz

Known by its unstable nature, tourism had always more chances to attract those who are passionate about rather than the ones who would like to earn a lot of money. The pandemic exposed the lack of stability (and, sometimes, even security and guarantees), and made many professionals to change their qualification or to explore other opportunities outside of the sector. The researchers have determined the factors that potentially can re-attract the qualified worked to the sector and should be considered while designing HR policies. In addition, the vocation towards sustainable practices was measured, and its effect on decision made by ex-employees of the sector. The interviews with them and with representatives of companies in the sector were conducted. The data was collected in the Netherlands, Spain, Russia and Uzbekistan and a comparison of the results obtained has been made. The discrepancy detected between company representatives' and the ex-workers' opinions might have an impact on HR policies adopted by the companies for employees' re-integration in two countries out of four explored. It potentially can decrease the number of those interested in returning to their pre-pandemic activities in the sector and affect the quality of workforce. In addition, the interest towards sustainable practices, or development of sustainable tourism activities is considered by companies to be an important factor. However, a significant percentage of ex-employees pointed out its importance. Several practical suggestions are made to explore the possibility of adjustment of leadership styles and managerial approach in tourism sector, that can be helpful in re-attraction of highly qualified employees.

Keywords: HR, re-attraction, post-COVID19. [ID 578]

Análise às redes sociais das comissões vitivinícolas portuguesas enquanto canais de comunicação

Carlos M. Almeida

Universidade do Algarve, cmalmeida@ualg.pt

Carlos M. Afonso

ESGHT, Universidade do Algarve, cafonso@ualg.pt

Manuel Serra

ESGHT, Universidade do Algarve, maserra@ualg.pt

Nuno António

Universidade Nova de Lisboa, nantonio@novaims.unl.pt

Vinho é um dos produtos sociais líderes na Internet, com uma grande abundância de informação sobre os mesmos em vários *websites*, entre eles redes sociais. Facebook e Instagram são duas redes sociais ideais para a sua promoção, já que é possível criar comunidades envolvendo marcas/empresas, influenciando o comportamento do consumidor no momento de compra de um produto, e neste caso, vinho. Este estudo pretende analisar a atividade e efetividade das páginas de Facebook e Instagram das comissões vitivinícolas portuguesas entre Janeiro e Março de 2022. Para tal, foi utilizado o modelo PRGS desenvolvido pela IAB Spain Research, com cada uma das letras do modelo assumindo uma variável com indicadores agregados: Presença (com Número de fãs/posts), Resposta (com Reações por publicação), Geração (Comentários por publicação) e Sugestão (Partilhas por publicação). Os dados referentes a estes indicadores foram recolhidos através da ferramenta online Fanpage Karma, e posteriormente analisados em Microsoft Excel, com a criação de tabelas e gráficos. Todas as comissões estão presentes em ambas as redes sociais. O Facebook destaca-se pela maior atividade das páginas, com maior número de publicações e dimensão das comunidades, com um maior número de seguidores quando comparado ao Instagram, algo justificável pela existência de um perfil no Facebook há mais tempo. Apesar de possuir comunidades mais pequenas, o Instagram tem um número médio de reações mais alto que o Facebook, demonstrando maior interação por parte do público, denotando que o *engagement* no Facebook é menor e requererá dinâmicas inovadoras de comunicação para melhorar estes números.

Palavras-chave: Facebook, Instagram, comissões vitivinícolas portuguesas, Fanpage Karma, sector vitivinícola, modelo PRGS. [ID 435]

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The Algarve wine producers usage of Facebook between 2019 and 2022

Carlos M. Almeida

University of the Algarve cmalmeida@ualg.pt

Carlos M. Afonso

ESGHT, University of the Algarve, cafonso@ualg.pt

Manuel Serra

ESGHT, University of the Algarve, maserra@ualg.pt

Nuno António

Universidade Nova de Lisboa, nantonio@novaims.unl.pt

Social media are useful to build brands' virtual communities, allowing consumers to learn more about them and interact with their content. In this sense, Facebook is an ideal social media channel to disseminate and obtain content about wine, one of the most popular internet products as a social commodity, ultimately influencing wine consumers' purchase decisions. In recent years, the number of Algarve wine producers has increased, demonstrating the sector's progress. With that, this study's proposal is to analyze the usage evolution of Algarve Wine Producers on their Facebook pages between February 2019 and the end of January 2022. For this, we analyzed the "Contents", "Interactivity", "Visibility" variables considered by the model developed by Huertas, Setó-Pàmies & Míguez-González (2015), including a "Profitability" variable referenced by Rodríguez-Fernandez et al. (2017). Their associated performance indicators were retrieved using the online data collection tool Fanpage Karma, and further analyzed. Results show an opportunity for improvement in the overall publication frequency, with some pages showing growth at the beginning of the Covid-19 period (first semester of 2020), while some remain similar to February 2019. Needing to adjust their communication strategies due to the covid-19 pandemic, the most active wine producers' pages had an impressive growth in fans, reactions, and other metrics, attracting a wider public by producing quality content. We can conclude that a considerable part of the Algarve wine producers display little evolution in their productivity on social media, showing there's potential for the wine sector in these communication channels.

Keywords: Social media, Facebook, wine producers, wine sector, Algarve; Fanpage Karma. [ID 270]

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Predicting sentiment analysis in home holiday rentals: a portuguese experience

Duarte R. S. F. Almeida

Instituto Universitário de Lisboa, duarte_farinas@iscte-iul.pt

Raul M. S. Laureano

Instituto Universitário de Lisboa, raul.laureano@iscte-iul.pt

Rui Francisco Cruz

Feels Like Home e Iscte, francisco.cruz@feelslikehome.pt

Luis M. S. Laureano

Instituto Universitário de Lisboa, luis.laureano@iscte-iul.pt

Portugal has been, for many years, an attractive destination for tourists from all over the world. This continuous flow of people opens opportunities for companies to explore and for some new other companies to emerge. All the data generated from the interaction of these companies with tourists can be submitted to data mining techniques to extract useful information and, therefore, create knowledge. This case study uses decision trees to predict the polarity of sentiments found in the online reviews of the properties that a Portuguese accommodation holiday rental platform manages. A sample of 1131 reservation Out of the Feels Like Home's portfolio, information regarding negative and positive mentions for each house (monthly) was retrieved from ReviewPro's API, allowing for the final data set contain important information to be targeted by data mining. Through the usage of descriptive analysis and predictive models (decision trees), the main properties and reservations' characteristics that can help to predict the sentiment polarity found in the reviews are revealed. This way, this study generates useful knowledge for Feels Like Home and possibly for the rest of the industry to use and adapt to their business needs.

Keywords: Sentiment analysis, holiday rentals, predictive model, Decision Tree. [ID 309]

Mulheres provedoras: um estudo de caso sobre empoderamento com mulheres em Cuiabá, Estado de Mato Grosso – Brasil

Júlia Cristina Siqueira de Almeida

Universidade Federal de Mato Grosso, juliasiqueira.mt@gmail.com

Michelle Regina Santana Dutra

Universidade Federal de Minas Gerais, profa.michelledutra@gmail.com

Alguinder Cipriani Couto

Universidade Federal de Mato Grosso, alguinder.1512@gmail.com

Gelciomar Simão Justen

Universidade Federal de Mato Grosso, simao.justen1984@gmail.com

Kelly Pellizari

Universidade Federal de Mato Grosso, kellykypl@gmail.com

No mundo atual, a necessidade de renovação processual talvez venha a ressaltar a relatividade em que o sistema se encontrava, por muito tempo as mulheres foram subjugadas, todavia tem conquistado direitos na tentativa de equiparar os danos feitos. No intuito de dar voz às mulheres, o objetivo geral da presente pesquisa, buscou analisar como se apresenta o empoderamento feminino na percepção de mulheres provedoras em Cuiabá (MT/Brasil). Trazendo luz para as dificuldades/facilidades percebidas e comparando as semelhanças/diferenças entre as percepções sobre empoderamento feminino na visão das próprias mulheres participantes da pesquisa. Para isso o referencial teórico contou com uma revisão sobre o empoderamento feminino e sobre mulher provedora. Quanto às técnicas de coleta optou-se por uma pesquisa descritiva e qualitativa com a realização de entrevistas com sete mulheres de diferentes atuações profissionais. Todas as entrevistas foram gravadas, transcritas e submetidas à análise de conteúdo. Quanto aos principais achados a maior parte das mulheres provedoras entrevistadas possuem mais de 40 anos, se consideram pardas, possuem dois filhos, moram com outras pessoas, recebem até 4 salários e trabalham a mais de vinte anos, quanto ao empoderamento de cada uma delas muitas são as semelhanças entre as narrativas, desde memórias de restrições na infância à atual posicionamento para divisão de tarefas com os parceiros.

Palavras-chave: Empoderamento, gênero, mulheres provedoras, Cuiabá-MT/Brasil. [ID 530]

O impacto da neurociência no aprendizado dos colaboradores de uma organização

Tatiane Naraze Luz **Almeida**

Banco Itaú, São Paulo – Brasil, tatianetanual@gmail.com

Fátima Regina Ney **Matos**

Instituto Superior Miguel Torga, Coimbra – Portugal, fneymatos@ismt.pt

Rafael Fernandes **Mesquita**

Universidade Federal do Piauí, Piauí – Brasil, rafael.fernandes@ifpi.edu.br

Maria João **Barata**

Instituto Superior Miguel Torga, Coimbra – Portugal, mjbarata@ismt.pt

O objetivo deste trabalho foi analisar o impacto da neurociência no aprendizado dos colaboradores dentro das organizações e avaliar os quão avançados estão os estudos e publicações acerca do tema no mundo. O referencial teórico aborda conceitos e teoria sobre aprendizagem das pessoas, os princípios da andragogia e as descobertas mais recentes na neurociência, incluindo o mecanismo da plasticidade neural, neurociência cognitiva e os neurométodos que facilitam a aprendizagem. Foi usada a pesquisa bibliométrica como forma de entender o volume de publicações e a aplicação da neurociência no aprendizado pelo mundo. Esse estudo foi possível a partir da análise na base de dados da Web of Science. O resultado mostrou o quão pequeno é o volume de publicações, sendo concentradas nos EUA. Pode-se concluir, que as descobertas da neurociência são amplamente aplicáveis nas organizações para favorecer o aprendizado, que ela é usada em diferentes países e tipos de empresas, e que ainda é um tema novo concentrado nas últimas duas décadas. O referencial teórico nos diz que ainda há descobertas importantes a serem feitas no futuro, o que deve aumentar o volume de publicações nos próximos anos.

Palavras-chave: Neurociência, aprendizagem, gestão e organizações. [ID 123]

Incorporation of the principles of sustainable economics in higher education in Business Administration and Tourism

Ana Belén **Alonso-Conde**

Rey Juan Carlos University, ana.alonso@urjc.es

Javier **Rojo-Suárez**

Rey Juan Carlos University, javier.rojo@urjc.es

Sustainable investment is experiencing a boom characterized by high growth rates in activity and firm support from investors and issuers. This environment implies changes in the business model of companies, meaning that the entire value chain is progressively integrating ESG objectives. Remarkably, sustainable finance is being strongly promoted at the institutional, scientific, and academic levels.

Nevertheless, while aspects such as the study of the new role of CFOs in the application of ESG criteria in companies, the financing of the transition to a green economy or investor preferences for ESG investment continue to increase, these aspects do not seem to have been incorporated into the curricula of Business and Tourism studies in such a relatively short period of time in comparison with the increasing inclusion of ESG criteria in portfolio investment.

The aim of this study is to analyze the level of implementation of environmental education in the curricula of Business and Tourism studies, as well as to conduct a bibliometric analysis of the implementation of environmental education in higher education in these degrees.

Furthermore, in contrast to traditional teaching systems, where the main burden of guiding students entirely depends on the educator, the use of digital games in education allows the student to get immediate guidance and feedback. One of the challenges in teaching Business and Tourism subjects in higher education is to improve students' logical decision-making skills. Therefore, and considering the introduction of the subject of sustainable finance in these degrees, it is proposed to address whether the use of digital games and the introduction of R programming as learning strategies facilitates the incorporation of the principles of sustainable economics in higher education and fosters a more reflective attitude or exacerbates latent problems in today's society, such as immediacy.

Keywords: Learning strategies, sustainable economics, educational gaming, R programming. [ID 619]

Determinantes da política de distribuição de dividendos de empresas do novo mercado negociadas na B3

Diego Cioletti **Andrade**

Centro Universitário Unihorizontes, diegocioletti@yahoo.com.br

Hudson Fernandes **Amaral**

Centro Universitário Unihorizontes, hfamaral.cepead@gmail.com

Laise Ferraz **Correia**

Centro Federal de Educação Tecnológica de Minas Gerais, laiseferraz@gmail.com

Vagner Antônio **Marques**

Universidade Federal do Espírito Santo, vagner.marques@ufes.br

Este artigo se propõe a identificar e analisar as variáveis determinantes da distribuição de dividendos das empresas do novo mercado listadas na B3 (Brasil, Bolsa, Balcão). O referencial teórico apresentou discussão sobre questionamentos importantes, tais como a avaliação se o pagamento de dividendos são relevantes para o valor da empresa, a discussão a respeito da preferência dos investidores por empresas que pagam elevados dividendos, bem como a discussão a respeito da sinalização dos dividendos para o mercado. Tratou também da perspectiva do pagamento de dividendos ao se considerar a teoria da agência. Observou-se que é um tema bastante controverso, e que envolve decisões complexas. No que tange a metodologia verificou-se que o artigo é do tipo descritivo, de abordagem quantitativa. Os dados foram coletados nos relatórios e demonstrações financeiras das empresas do novo mercado que compõem a B3 através da *economática*[®], dados secundários. O espaço temporal para a realização da pesquisa inicia-se em 2010 e finaliza em 2019 com 81 empresas. Para o alcance do objetivo proposto utilizou-se da análise de regressão com dados em painel seguida pelas regressões *rigde* e LASSO. Como principais resultados encontrou-se as seguintes variáveis significativas, INSTREC, ROE e PIB, as quais apresentaram relação negativa com o logaritmo de *dividend yield*, ou seja, um aumento nessas variáveis tendem a diminuir a variável dependente. Já as variáveis significativas: ROA, MKT e ESTDIV influenciam positivamente o logaritmo de *dividend yield*, o que implica dizer que um aumento nessas variáveis contribuem para um aumento no logaritmo do *dividend yield*.

Palavras-chave: Distribuição de dividendos, fatores determinantes, novo mercado. [ID 396]

A holistic perspective of the concept of tourism experience and the co-creation process

Marta **Andrade-Cunha**

Polytechnic Institute of Cávado and Ave, martaecunha@gmail.com

Ana **Irimia-Diequez**

University of Seville, anairimia@us.es

To create a competitively strong customer experience has become a strategic objective (King et al., 2019) enhanced by the fact that tourism experiences could become even more relevant after living the lockdowns or wars. Both the tourism experiences and the co-creation process are shown to be a phenomenon of scientific interest in several areas, especially in the tourism sector due to the complexity of the ecosystem service perspective (Richards, 2021; Lee et al., 2021). It is of great importance to understand the different interpretations of the concept of experience in tourism in order to subsequently assess the best conditions in which the co-creation process may be developed and facilitated by companies and agents of destinations. In addition, it will also be useful to understand if there is any scientific research that has proposed a classification of tourist experiences. In this article, a systematic literature review, related to tourism experiences and co-creation of value, was applied with the objective of exploring the tourism experiences concepts and proposing relevant suggestions for scientific deepening or new research areas.

Keywords: Tourism experiences, tourism business, tourism management, experience economy, value co-creation, research agenda. [ID 296]

The effects of Covid-19 pandemic over the consumer hotels valuation: the case of Cuenca

Maria-Encarnacion **Andres-Martinez**
University of Castilla-la Mancha, encarnacion.andres@uclm.es

Jose-Luis **Alfaro-Navarro**
University of Castilla-la Mancha, joseluis.alfaro@uclm.es

The Covid-19 pandemic has had an unprecedented impact on the economy in general and on the tourism sector. The changes caused by the pandemic have affected aspects such as customer satisfaction during their stay in a hotel, a perception that has changed if we compare it before the beginning of the pandemic, during the pandemic and in stages with greater control of it. In this sense, this work focuses on a Spanish tourist city such as Cuenca to, based on 874 opinions of customers staying in a hotel in Cuenca, assess the changes that have occurred in the evaluation of the stay by customers, as well as to determine the factors with the greatest influence on this assessment. For it, specific aspects have been taken into account: of the destination such as the size of the city; of the customer such as the type of trip made, the type of traveler, the nationality or the sex; the type of room; and the different aspects valued positively or negatively by the customer. In this way, we can determine those aspects considered most important after the pandemic on which hotel managers should influence to improve customer satisfaction in relation to the stay made in your hotel and, therefore, enhance the attractiveness of your hotel for future customers.

Keywords: Customer satisfaction, hotel, online valuation, Covid-19. [ID 104]

Can the opening of a hotel transform the commercial structure around them? Evidence from an urban destination

Oriol **Anguera-Torrell**
CETT Barcelona School of Tourism, Hospitality and Gastronomy, oriol.anguera@cett.cat

Previous literature suggests that hotels and tourist-oriented businesses, like souvenir shops or restaurants, tend to be geographically located together in tourist cities. Accordingly, an exponential increase in the number of hotels in urban destinations may trigger a process of tourism commercial gentrification, implying a sustainability challenge. Nevertheless, previous evidence is correlational and does not establish if the opening of a hotel can actually cause a commercial transformation around them. Indeed, hotels and tourist-oriented shops may colocate either because tourist-oriented shops benefit from being located close to hotels or because both of them decide to locate close to other tourist hot spots, such as monuments. Accordingly, this paper proposes to fill this gap by using a natural experiment in Barcelona. At the end of 2015, the local government decreed a suspension on issuing new licenses to open hotels. However, this law heterogeneously affected those properties planned to be open. Among all properties in the pipeline before the passing of the law, only those having all the required permits could open. Therefore, comparing the changes in the commercial structure around those addresses where hotels succeeded in opening with those where projects were stopped allows studying if hotel openings can bring about a transformation in the commercial structure. Preliminary results show that, after three years, the opening of a hotel causes an average increase between 5 and 9% in the share of tourist-oriented businesses within a 75 m radius of the hotel.

Keywords: Hotel location, commercial structure, commercial gentrification, urban tourism, sustainability. [ID 423]

A Influência de marketing de conteúdo digital e de canais on-line em Funis B2B: proposta de um framework conceitual

Cristiane Gontijo **Araújo**

Universidade Federal de Minas Gerais, crisssgontijo@gmail.com

Juliana Maria Magalhaes **Christino**

Universidade Federal de Minas Gerais, julianam.prof@gmail.com

O objetivo deste estudo é propor um *framework* teórico que estimule a análise conjunta do uso do marketing de conteúdo digital e de mídia on-line em um funil de marketing e vendas *business-to-business* (B2B). A pesquisa foi concebida a partir de uma revisão geral sobre os termos-chave relacionados aos assuntos abordados, na base de dados do *Web of Science* (WoS) até fevereiro de 2021. Foi constatada escassez de estudos sobre marketing de conteúdo digital e os três tipos de mídia on-line, paga, própria e ganhada, combinados ao segmento *business-to-business* (B2B). A partir disso, foi proposto um *framework* teórico para que os temas sejam estudados de forma conjunta, assim como foram elaboradas proposições de pesquisa. O *framework* proposto pode colaborar com o desenvolvimento de estudos sobre o tema de uma maneira mais holística, além de possibilitar a avaliação de resultados que ajudem gestores de marketing a embasar melhor suas decisões acerca de alocação de recursos em marketing de conteúdo digital e mídia on-line.

Palavras-chave: *Inbound Marketing*, marketing de conteúdo digital, mídias pagas, próprias e ganhadas, marketing B2B. [ID 170]

Operations evaluation of a table service in fine dining: simulation as a pedagogical practice in restaurants

Manuel Salvador **Araújo**

Instituto Superior de Contabilidade e Administração, manuelsalvador@iscap.ipp.pt

José António **Silva**

Escola Superior de Hotelaria e Turismo, jsilva@esht.ipp.pt

Joana Filipa **Campos**

Escola Superior de Hotelaria e Turismo, joanacampos@esht.ipp.pt

Teaching and evaluating hotel, tourism and restaurant operations have always been important challenges in the preparation of human resources in this sector of activity. Usually, students or professionals are evaluated using observational methodologies by teachers and other senior professionals in terms of their micro-skills for each specific operation, and the subjectivity of this procedure usually creates problems of objectivity, evaluative justice and obviously biases of the objective of the evaluation and subsequent feedback to the evaluated ones. The purpose of this communication is to present a solution for the evaluation and training of operational skills in a Fine Dining table service, using an evaluation instrument developed for this purpose (Fine Dining Service Scale), as well as the simulation of the operation in the *Restaurant Laboratory*, followed by the process of feedback, feedforward and coaching. The methodology of the assessment and development process will be presented, as well as the results of a first pilot sample of the solution. The results of the solution are quite promising in terms of its usefulness in terms of skills assessment, as well as in terms of developing the same skills, the process being objective, fast, sensitive and with high potential in the certification of professional skills for a sector that increasingly demands service excellence.

Keywords: Simulation, restaurant operations, restaurant service, fine dining, training skills, waiter service. [ID 13]

Práticas alimentares em tempos de pandemia: que marcadores?

Maria José Araújo

University of Coimbra and PIMT, mariajoaraujo@gmail.com

Os impactos da pandemia causada pelo COVID-19 não foram ainda avaliados na sua totalidade e em todas as dimensões. Verificou-se, contudo, que durante os sucessivos estados de emergência aumentaram em larga escala as publicações nas redes sociais no que se refere às vivências e práticas alimentares familiares, atribuindo-lhes uma importância até então pouco relevante. Com o objetivo de avaliar os impactos da pandemia nas atividades relacionadas com a alimentação e com a cozinha durante o primeiro confinamento em Portugal, foi aplicado um questionário online entre os dias 06 e 15 de abril de 2020. A partir de 650 respostas válidas, os resultados obtidos permitem concluir que o tempo dedicado à família e às atividades culinárias se destacaram de todas as outras passíveis de serem praticadas durante o confinamento. O prazer obtido deste “retorno à cozinha” e o desejo de agradar à família constituíram os dois principais motivos que determinaram a opção pelo aumento do tempo dedicado às atividades culinárias, deslocando para segundo plano o sentido de “obrigação de cozinhar”. O estudo evidenciou também que a preparação de refeições em casa contribuiu para que se pudesse praticar uma alimentação mais económica e sobretudo mais saudável e mais sustentável.

A cozinha e a mesa relevaram neste período o seu papel enquanto fatores agregadores e veículos privilegiados no estabelecimento e consolidação de laços afetivos. Esta dimensão afetiva, centrada no prazer e na dádiva do prazer ao outro, expressou-se não apenas através da preparação de comida de conforto, mas de igual modo através da preparação de pratos habituais, executados de forma mais criativa e de novos pratos e iguarias, com particular destaque para a confeção de pão, alimento primordial.

A transmissão de saberes e de sabores às gerações mais novas apresenta-se também como um fator relevante, uma vez que o período de confinamento foi aproveitado para ensinar a cozinhar as crianças e jovens do seu agregado familiar, proporcionando a criação de laços intergeracionais e evidenciando a dimensão patrimonial da alimentação.

Este estudo permite concluir que a cozinha e a sala assumiram um papel central no quotidiano pandémico, constituindo-se não apenas como espaços de conforto e segurança, mas também como espaços de criatividade, de aprendizagem e de criação de novas memórias, evidenciando o dinamismo dos patrimónios alimentares e das identidades.

Palavras-chave: Práticas alimentares, patrimónios alimentares, identidades, pandemia, Portugal. [ID 76]

Motivaciones, percepciones y valor percibido del enoturistas en España

Rocío Arteaga-Sánchez

University of Seville, rarteaga@us.es

Lucía García-García

University of Cordoba, Z12gagal@uco.es

José Enrique Ramos Ruiz

University of Cordoba, d22raru@uco.es

Rosario Brito-Guerrero

University of Cordoba, d32brgum@uco.es

El crecimiento del enoturismo en España está permitiendo que zonas rurales localizadas fuera de las rutas turísticas, obtengan unas nuevas fuentes de ingresos al experimentar un desarrollo en actividades asociadas al turismo. Las rutas oficiales del vino en España comenzaron a implementarse a partir del año 2000, a través de la articulación de diferentes productos de calidad propuestos por la Secretaría de Estado de Turismo. Posteriormente, y en 2009, este producto fue completado con la gastronomía, reforzando de esta manera la experiencia del visitante. La denominación oficial “Rutas del Vino de España” aglutina, en el momento de redacción de este artículo (febrero de 2021), un total de 31 rutas. En este contexto es preciso intensificar la promoción del vino local mediante campañas dirigidas tanto a la población local como a los visitantes. Por lo tanto, este artículo persigue analizar las motivaciones de los turistas y su influencia sobre el valor percibido por éstos. Para esta investigación se ha aplicado una metodología cuantitativa basada en un cuestionario estructurado. El período de encuestación comprendió los meses de octubre a diciembre de 2020 donde se obtuvieron un total de 357 encuestas válidas. Posteriormente, los datos recogidos fueron analizados a través de un modelo de ecuaciones estructurales. Los resultados obtenidos confirman que las motivaciones ejercen una influencia positiva sobre el valor percibido del turista.

Palabras clave: Motivaciones, percepciones y valor percibido del enoturistas en España. [ID 79]

Motivaciones, percepciones y valor percibido del enoturistas en España

Rocío Arteaga-Sánchez
University of Seville, rarteaga@us.es

Lucía García-García
University of Cordoba, Z12gagal@uco.es

José Enrique Ramos Ruiz
University of Cordoba, d22raruj@uco.es

Rosario Brito-Guerrero
University of Cordoba, d32brgum@uco.es

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Palabras clave: Enoturismo, motivación, percepción. [ID 79]

Health and well-being tourists

Rashed Isam Ashqar
ESGHT, University of Algarve, riashqar@ualg.pt

Célia Ramos
ESGHT, University of Algarve and CinTurs, cmramos@ualg.pt

Carlos Sousa
ESGHT, University of Algarve, cmsousa@ualg.pt

Nelson Matos
ESGHT, University of Algarve and CinTurs, nmmtos@ualg.pt

Healthy lifestyles and alternative ways to combat stress have increased interest in health and wellness tourism. With the emergence of the COVID-19 pandemic, the need to look at mental health arose, thus giving rise to the development of a more sustained interest in wellness, resulting in more persistent attitudes and behavioral changes in the consumption of products/services and brands associated with Wellness tourism, given its holistic and preventive nature, can include spiritual tourism, spa tourism, yoga tourism, and mindfulness tourism. Also, tourism-related industries have emphasized the importance of the wellness tourism market when many countries now face an aging population. Wellness tourism is a holistic traveling style that aims at developing, maintaining, and improving the body-mind-spirit. The objective of this study is to identify the profile of the Health and Well-Being of tourists from different countries. We collect data from the questionnaires for individuals over 17 years of age who have participated in a health and well-being activity, for example, hot springs, mineral springs, seawater, a comfortable climate, deep-sea water, and a spa in a hotel. In addition, we profile the health and wellbeing of tourists based on different dimensions such as motivation and customer wellness tourism services preferences, as a way to identify services, products, and brands that contribute to increased satisfaction with life, customer satisfaction, and tourists' loyalty.

Keywords: Health and well-being, wellness tourism, personalization, consumer behavior, Hotels. [ID 510]

The value of human resources in brand image construction: a triple perspective

Sonia Avelar

University of the Azores, sonia.mm.avelar@uac.pt

Teresa Borges-Tiago

University of the Azores, maria.tp.tiago@uac.pt

Raquel Rodrigues

University of the Azores, 20187159@aluno.uac.pt

Carlos Farinha

University of the Azores, cffarinha@yahoo.com

Flavio Tiago

University of the Azores, flavio.gb.tiago@uac.pt

As worldwide competition increases, hoteliers and academia recognize the relevance and the challenges posed by hotel branding. Most research focuses on a specific angle of brand image creation. However, brand image can integrate the brand identity communicated by the hotel alongside the brand image fragments created and shared by customers and other stakeholders to define the hotel brand image. During pandemic brand managing show a deep connection with crisis management communication in-house and to general public. This integration challenge firms to reassess the power of communication and the value of certain assets such as human resources on overall brand equity. Therefore, understanding how firms communicate during these periods and how they value employees as part of their brand is needed. However, internal brand management seldom is the target of the same attention as external brand management, and there has been a scant exploration of the integration of the two components. This study analyzes the value of human resources in tourism and hospitality, combining the views of three stakeholders: employees, tourists, and hotels. A hybrid methodology was applied, including a survey directed at employees, complemented by data collected from the hotel websites and TripAdvisor. Findings show that tourists value the role of employees more than firms do or even the employees themselves. Besides unveiling the need for a dynamic alignment between internal and external branding, this study shows the influence of branding co-creation on the brand image from a human resources perspective.

Keywords: Internal branding; brand image, brand alignment, hotels, human resources, crisis management communication. [ID 181]

A systematic literature review of volunteer tourism

Beatrice Avolio-Alecchi

Pontificia Universidad Católica del Peru, bavolio@pucp.pe

M. Belen Prados-Peña

Universidad del Granada, bprados@ugr.es

Eduardo Andres Pardo-Piñashca

Pontificia Universidad Católica del Peru, epardo@pucp.pe

This systematic literature review is designed to evaluate the current state of knowledge within the academic literature on volunteer tourism. Using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flowchart, the decision was made to review 184 studies published in selected journals from January 1, 2010 to December 31, 2021. This review explores how volunteer tourism has been previously researched in terms of the authors, research topic, research design, geographical location, and theoretical framework. The analysis resulted in the emergence of the following research lines: a focus on the experience of key stakeholders, a focus on the volunteer tourism industry, a focus on volunteer tourism as it relates to sustainable development, and a focus on volunteer tourism and global citizenship. This review summarizes the insights into sustainability and volunteer tourism that the articles' authors had and suggests future research directions.

Keywords: Sustainability, volunteer tourism, tourism, systematic literature review. [ID 39]

One hundred-foot waves: mapping cultural ecosystem services in a coastal hotspot

Antonio **Azevedo**

University of Minho, antonioa@eeg.uminho.pt

The *Cultural Ecosystem Services* (CES) are defined as “the non-material and intangible benefits arising from multi-dimensional human-nature relationships, such as cultural heritage, place identity, spiritual enrichment, cognitive development and learning” (Langemeyer, Calcagni & Baró, 2018, p.542). This paper aims to map and value the cultural ecosystem services (CES) of a well-known giant waves hotspot located in Nazaré (Portugal). The paper adopts a qualitative approach combining photos taken during auto-ethnographic direct observation and geotagged photos and videos from the social media platforms such as Youtube, Facebook and Flickr. Moreover, author analyzed the viewers’ engagement with HBO documentary about role of Garret McNamara, and Nazaré municipality in the creation of this tourism attraction. The content analysis allowed the identification and classification of several CES: 1) Recreational- Surf activities; 2) Aesthetic- photography; 3) Spiritual- Dark tourism and risk recreation; 4) Intangible heritage- maritime knowledge; 5) Scientific- waves height forecast; 6) Sense of place; 7) Social relations. This paper also mapped the tourism experience journey of giant waves fans. Public decision makers, destination marketing organizations, tourism operators, and business entrepreneurs must acknowledge the relevance of journey mapping in order to identify the moments of stress and the touchpoints associated with peak/positive experiences generated by these CES. This study confirms the push and pull factors assessed by previous studies (Cunha-e-Sá et al., 2018; Teixeira, 2019, Wieser, 2019).

Keywords: Cultural ecosystem services, coastal tourism, recreational ecosystem services, geotagged photos, Praia do Norte (Nazaré, Portugal). [ID 525]

Turismo urbano, desigualdade urbana e grandes projetos urbanos: uma reflexão sobre o caso do Cais Mauá de Porto Alegre

Mariana **Baldi**

Universidade Federal do Rio Grande do Sul, mariana.baldi@ufrgs.br

Fernando Dias **Lopes**

Universidade Federal do Rio Grande do Sul, fernando.lopes@ufrgs.br

José Augusto Lacerda **Fernandes**

Universidade Federal do Pará - UFP, Brasil, lacerda.fernandes@gmail.com

Este artigo aborda a relação entre turismo urbano, desigualdade urbana e Grandes Projetos Urbanos. Esta relação, apesar de apontada em alguns trabalhos, não vem sendo objeto de análise nos estudos de Turismo, principalmente, nos países do hemisfério sul. Acrescenta-se ainda o fato de, quando analisada, a desigualdade é abordada a partir de uma ótica entre países. Neste trabalho, é desenvolvido um arcabouço teórico sobre desigualdade urbana e sua relação com os Grandes Projetos Urbanos, analisando as diferentes lógicas institucionais que perpassam o debate sobre a cidade. O Cais Mauá é um projeto que visa desenvolver o turismo em Porto Alegre e tem sido alvo de disputas nos últimos 30 anos. A análise desse processo permite avançarmos teoricamente nos conceitos centrais propostos bem como apontarmos implicações práticas para os diferentes stakeholders envolvidos, contribuindo para preencher as lacunas atuais.

Palavras-chave: Turismo urbano, grandes projetos urbanos, lógica institucional, Cais Mauá/Porto Alegre. [ID 468]

Marketplaces e internacionalização de pequenas e médias empresas: uma revisão sistemática de literatura

Belem **Barbosa**

Universidade do Porto, belem@fep.up.pt

Sara **Gil**

Universidade do Porto, sararpgil@hotmail.com

Nos últimos anos, os marketplaces têm-se destacado como um dos modelos de negócio digitais de maior sucesso. Os marketplaces são plataformas agregadoras online (e.g., Alibaba, Amazon, Ebay, Mercado Livre) que servem como intermediários entre compradores e vendedores. Proporcionam importantes oportunidades de internacionalização, inclusive para as pequenas e médias empresas (PMEs), nomeadamente porque incluem um conjunto de serviços que permitem às PME evitar muitos dos desafios associados à gestão de um site de comércio eletrónico. Apesar da crescente relevância como tema de investigação, a literatura existente é particularmente fragmentada e ainda é necessário um foco na perspectiva das PMEs. Considerando essa lacuna na literatura, este artigo tem como objetivo explorar os marketplaces como estratégia de internacionalização de PMEs e identificar os seus determinantes de sucesso. O artigo inclui uma revisão sistemática da literatura realizada de acordo com o PRISMA 2020. Um total de 89 artigos foram inicialmente extraídos da base de dados Web of Science, dos quais 15 artigos foram retidos para revisão. Com base nos resultados, este artigo propõe uma lista de critérios para classificar os marketplaces. Os fatores de sucesso apontados pela literatura foram organizados em quatro dimensões: características próprias da PME (e.g., propensão à inovação), tipo de produtos/serviços (e.g., experiencial); características da plataforma (e.g., estratégia de comunicação) e características do consumidor (e.g., idioma). Também é incluída uma discussão sobre os fatores de sucesso por tipo de estratégia de internacionalização (tradicional, e-commerce e marketplaces).

Keywords: estratégia empresarial, internacionalização, PMEs, comércio eletrónico, plataformas online. [ID 95]

Impact of Smart tourism technologies (STT) on Destination image and Intention to revisit

Belem **Barbosa**

Universidade do Porto, belem@fep.up.pt

Alireza Shabani **Shojaei**

Universidade do Porto, alireza.shabani@hotmail.com

Recently, due to the fast development of information technology (IT), the tourism industry has entered an era of smart tourism. Indeed, smart technologies are now widely accepted in the tourism industry. This study aims to examine the impact of Smart tourism technologies (STT) on destination image and intention to revisit. STT dimensions were drawn from the literature and validated using samples of tourist experience aspects of smart tourism and employed the functions of smart mobile devices. An analysis was done using structured equation modeling. The results suggested that the STT have a direct effect on destination image and intention to revisit.

Keywords: Smart tourism technologies (STT), destination image, intention to revisit, tourism, mobile apps. [ID 283]

A novel EU Tourism Dashboard to monitor tourism destinations resilience and sustainability

Ricardo Ribeiro **Barranco**

European Commission, ricardo.barranco@ext.ec.europa.eu

The EU is one of the most prominent tourism destinations worldwide due to its natural richness, diversity, cultural heritage and economic importance. According to our estimates, the travel and tourism sector accounted for about 11% of the EU's employment in 2019. However, such importance should also be associated with the responsibility to become more resilient and sustainable in all its dimensions.

The update of the EU Industrial Strategy highlights the need to accelerate the green and digital transitions, especially for the ecosystems heavily impacted by COVID-19, such as tourism. Following this strategy, the EU Tourism Dashboard is an envisaged online knowledge tool developed by the European Commission, aimed at promoting and monitoring the green and digital transitions of the tourism ecosystem, to make tourism more resilient and sustainable. The dashboard offers visualisations of tourism-relevant data and indicators collected from official sources complemented by unconventional big data, to allow the profiling and monitoring of progress of EU countries towards such policy objectives.

The produced indicators are organised under three policy pillars: environment, digitalisation, and socio-economic vulnerability. In addition, the Dashboard includes a series of 'tourism descriptors' to provide further context in each destination. Indicators and descriptors are all available at country level for the most recent years available. When possible, indicators are also available at regional level.

The consolidated version of the EU Tourism Dashboard is guided by relevant and feasible comments and suggestions provided by EU Member States, and relevant international organizations, through interviews and surveys.

Keywords: Tourism, sustainability, resilience, green, digital, dashboard, European Commission. [ID 604]

Lessons from the impact of global and domestic economic crises on tourists' behaviour – the case of Algarve

Ana Paula **Barreira**

University of Algarve and CEFAGE Portugal, aprodrig@ualg.pt

Marisa **Cesário**

Faculty of Economics, University of Algarve and CinTurs, mcesario@ualg.pt

Economic crises have been shown to have profound consequences on the tourism industry, especially on tourism destinations relying on a few tourists' origins. Past experiences, namely those provided by the global economic and financial crisis and the sovereign debt crisis, can provide important insight into the economic crisis that will accompany the war in East Europe. Based on a survey conducted in 2008, 2009/2010 and 2010/2011 off-peak seasons, we compared the satisfaction with the attributes of a region worldwide known by the 3S's – the Algarve - before global and domestic crises and after the global crisis. Results show that price reduction strategies aimed to keep the demand are not effective as they negatively impact tourists' assessment of the "value of money". This impact is higher for tourists with high education, which are more resilient to adopting "slicing" strategies.

Keywords: Economic crisis, tourist's satisfaction, tourism destination attributes, value for money, coastal destination, Algarve-Portugal. [ID 36]

The mediation of the environmental strategies in hotel financial performance in the context of Creating Shared Value

Rafael **Becerra-Vicario**
University of Málaga, rbecerra@uma.es

Daniel **Ruiz-Palomo**
drp@uma.es

Sergio M. **Fernández-Miguélez**
University of Málaga, sergiofernandezmiguélez@uma.es

Antonio M. **Gutiérrez-Ruiz**
University of Málaga, amgruiz@uma.es

The tourism sector stakeholders in general, and the hotel companies stakeholders in particular, keep demanding more and more intensity the implementation and development of environmental policies that ensure sustainable tourist services, being the national and international large hotel chains the ones that make the biggest efforts in this area.

There are numerous studies that value, in an unequal way, the cost and consequences of these environmental sustainability strategies on the performance of companies. For the hotel sector in particular, the scientific literature does not offer convincing enough conclusions in regards to the influence of these strategies on hotels performance. Some authors affirm that the clients are willing to pay higher rates when they recognise a high environmental component in the product. Other studies have concluded that when clients detect the proper implementation of energy saving, waste recycling or low emissions policies, they manifest very positive opinions on social media and online review platforms, notably improving the company's reputation. In addition, the Creating Shared Value strategies between companies and stakeholders supported by Porter, consider that the redefinition of the companies' configuration of their chain of value is highly important, including the implementation of environmental policies that involve the whole company.

The results obtained grant clarity about the stimulus that entails the application of hotel environmental policies (in a shared value strategy) and the improvement of reputation, in hotel performance.

Keywords: business reputation, environmental sustainability policies, hotel financial performance, shared value strategies. [ID 285]

The evolution of the P2P accommodation sector in Spain during the COVID-19 pandemic

Carlos Guillermo **Benavides-Chicón**
Universidad de Málaga, cgbch@uma.es

In the last few years, the development of disruptive business models, such as the sharing economy, had an important impact on all economic sectors. Within the tourism sector, collaborative tourism was one pillar of the unstoppable digitization process that has restructured the sector, giving rise to new services and business models and a transformation of its value chain. Motivated by the appearance of P2P platforms, the accommodation sector was especially affected by this phenomenon.

This work aims to analyze the most recent evolution of the accommodation sector in Spain. The so called "P2P accommodation" had a very remarkable growth in the last decade, both from the supply side, which currently exceeds that of hotel accommodation, and from the demand side. Using a descriptive statistical analysis of data drawn from the Spanish Institute of Statistics (INE), we will focus on the evolution of the accommodation sector during the last two years, in order to know the situation of P2P accommodation during the COVID-19 pandemic.

Our results show the strength of this accommodation sector, as demand data show that rental housing has gained weight both in absolute and relative terms among residents in Spain. Among international tourists, the use of P2P accommodation is also relevant and with higher growth than that of the hospitality sector, as well as the length of the stay, while in terms of expenditure the relevance of this type of accommodation is confirmed, although it is still not comparable with the figures for hotel accommodation. Supply data show a decrease in the number of rental houses and rooms during 2020 but an increase during the reactivation of the tourism sector in 2021.

Keywords: Evolution P2P, accommodation sector, Spain. [ID 233]

Exploring the conceptualization of destinationscape

Ana **Bender**

CinTurs and University of Algarve, acbender@ualg.pt

Dora **Agapito**

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

As a complex system, to stay competitive, tourism destinations ought to develop strategies using the experience marketing perspective and understand how the experiences provided by these destinations impact tourists' decision-making, behaviors, and well-being. The environment's external stimuli that furnish the conditions to enhance tourists' experiences – experiencescapes – have been recently studied concerning specific elements in the tourism value chain, such as hotels. Still, there is a research gap in approaching the “scape” at the destination level, considering all its dimensions. To the best of the authors' knowledge, even though this construct has been used in tourism-related contexts, there is no other research on the conceptualization of the destinationscape based on diverse stakeholders' perspectives. Grounded in a literature review, this research aims to scrutinize and analyze concepts like scape, experiencescape, destination, tourism experience, and other related concepts and definitions to provide a better and deeper understanding of destinationscape and depict an integrated and holistic outline to this construct. It is expected to conceptualize this construct and propose a theoretical framework with insights to contribute to theory on experiencescape. As such, this research will contribute to destinations competitiveness and governance by offering a framework focusing on destination experience design to be tested by destinations.

Keywords: Scape, experiencescape, destination, destinationscape, tourism experience, theoretical framework. [ID 227]

Sensory experiences in heritage contexts: a qualitative approach

Ana Carolina **Bender**

University of Algarve and CinTurs, acbender@ualg.pt

Bernardete Dias **Sequeira**

University of Algarve and CinTurs and CICS.NOVA, bsequei@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Dora **Agapito**

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

Júlio **Mendes**

Faculty of Economics, University of Algarve and CinTurs, juliomendes2050@gmail.com

This study explores the sensory experience at heritage sites from the visitor's perspective. A qualitative and exploratory approach was used, considering two data collection methods: semi-structured interviews and in situ focus groups. This empirical study occurred at the Algarve, a sea and sun destination in southern Portugal. The data was compiled and analyzed through a thematic content analysis using QSR NVivo 12. The findings suggest that managers should explore and understand tangible and intangible, or immaterial, elements that influence visitors' experiences, attitudes, and behaviors toward the physical environment. In this sense, managers must converge efforts to highlight the sensory cues intrinsic to each site, providing a connection between the monument and its visitors. Furthermore, considering the scarce research addressing sensory experiences in heritage contexts, this study contributes to knowledge by exploring the role of the sensory dimension of experiencing a monument that is one of the main attractions in a seasonal mass tourism destination. Specifically, a framework is presented, which can help managers design sensory experiences in a built heritage context and assist researchers in future investigations. Since this research was carried out in a specific built heritage context, future studies are encouraged to employ longitudinal analysis, including a broader scope of heritage attractions and perspectives from the diverse stakeholders involved in managing and consuming these historical places.

Keywords: Heritage attractions, the sensory dimension of tourist experiences, consumer experience, visitor perspective. [ID 518]

Modelling the Travel and Tourism Competitiveness Index 2015

María-Dolores **Benítez-Márquez**

Universidad de Málaga Faculty of Economics and Business, bemarlo@uma.es

Francisco **Trujillo-Aranda**

Universidad de Málaga Faculty of Economics and Business, trujillo@uma.es

Eva María **Teba-Sánchez**

Universidad de Málaga Faculty of Economics and Business, bemarlo@uma.es

Guillermo **Bermúdez-González**

Universidad de Málaga Faculty of Economics and Business, gjbermudez@uma.es

The Travel and Tourism Competitiveness Index measures the factors and policies that make attractive the development of the tourism sector in different countries, providing rankings. The World Economic Forum started its publication in 2007. In this sense, some academics such as Mazanec and Ring (2011) criticized the arbitrary approach of assigning equal weighting to the three subindexes and 13 pillars in order to form this index and have estimated several models for the Travel and Tourism Competitiveness Index. Their results present problems of multicollinearity and implausible negative sign for natural resources, among other results. However, this index changed in 2015, assigning again equal weighting to the four subindexes and 14 pillars. This work –finished in 2015– constitutes modifications of the PLS-SEM model published by Mazanec and Ring in 2011. Two complementary partial least squares structural equation models tested the hypotheses of the postulated positive relationship between each pillar and this tourism competitiveness index. Our models consider other different nomograms trying mainly to avoid the problem of multicollinearity and to clarify the importance of the pillars in the index composition. In one of the models, the pillars with the greatest weight in tourism competitiveness are cultural resources and business travel and natural resources, according to the main competitiveness destinations models reviewed. In the other model, only two pillars –human resources and TICs– formed an exogenous composite explaining the competitiveness index's variance. However, further research should be implemented on how to form the Travel and Tourism Competitiveness index.

Keywords: The Travel and Tourism Competitiveness Index, partial least square structural equation modelling, World Economic Forum, rankings, structural equation modelling based on variance. [ID 219]

Síndrome de *burnout* em profissionais da saúde que atuaram na linha de frente do Covid-19

Carla Rosângela **Binsfeld** and Rafaela Fernandes **Goncalves**

Rede Penseé, carla.binsfeld@hotmail.com, rafaelafernandesgoncalves@gmail.com

Marcos Guilherme **Schafer**

Universidade de Cruz Alta, guilhermeschafer94@gmail.com

Brenda **Silva**, Eduardo Daltrozo **Gutierrez** and Jonatas Zeni **Klafke**

Universidade do Noroeste do Estado do Rio Grande do Sul, brenda.s@unijui.edu.br, eduardo.gutierrez@sou.unijui.edu.br, jonatas.klafke@unijui.edu.br

Natan **Klein**

Faculdade Meridional, rafaelagoncalvesmed@gmail.com

Paulo Ricardo Nazario **Viecili**

Universidade Regional do Noroeste do Estado do Rio Grande do Sul, paulo.viecili@unijui.edu.br

O COVID-19 pressionou os sistemas de saúde no mundo todo, levando a impactos graves na saúde mental dos trabalhadores que atuaram na linha de frente do combate a pandemia. O presente estudo busca descrever os níveis de *burnout* de uma amostra de profissionais da saúde de um município da região centro-norte do estado do Rio Grande do Sul e comparar os níveis de *burnout* entre sexo, tipo de instituição em que trabalha e turno de trabalho. Participaram 302 trabalhadores da saúde, 57% da rede pública e 43% da rede hospitalar de saúde. Destes, 85% eram do sexo feminino, com média de idade de 39 anos (DP = 10,9). Os dados foram analisados por meio de frequências e estatísticas descritivas, teste t de Student para grupos independentes e a ANOVA de uma via. Consideramos que os participantes estavam em 'alto risco de esgotamento' se atingissem os pontos de corte de 2,1 e 2,25 para exaustão e desligamento, respectivamente. Neste estudo, a média de exaustão dos profissionais foi de 2,4 (DP = 0,65) e a média de desligamento foi de 2,07 (DP = 0,67). Pode-se observar efeitos de exaustão significativos na amostra, em especial no sexo feminino. Maiores taxas de desligamento foram observadas em trabalhadores do turno diurno. Não houve diferença significativa nas esferas exaustão e desligamento quando comparados trabalhadores da rede hospitalar e de unidades básicas de saúde. Acredita-se que mulheres possuem níveis mais elevados devido a associação com o trabalho doméstico, enquanto o turno durante o dia esteja ligado a maior demanda.

Palavras-chave: Síndrome de *burnout*; COVID-19; trabalhadores da saúde. 553

As pessoas com transtorno do espectro do autismo(tea) e o mercado de trabalho

Carla Rosângela **Binsfeld**
Rede Penseé, carla.binsfeld@hotmail.com

Rafaela Fernandes **Goncalves**
Rede Penseé, rafaelafernandesgoncalves@gmail.com

Marcos Guilherme **Schafer**
Universidade de Cruz Alta, guilhermeschafer94@gmail.com

Leilane **Grubba**
IMED, leilane.grubba@imed.edu.br

Paulo Ricardo Nazario **Viecili**
Universidade Regional do Noroeste do Estado do Rio Grande do Sul, paulo.viecili@unijui.edu.br

Desde dezembro de 2012, a pessoa com TEA (Transtorno do Espectro Autista) é considerada pessoa com deficiência, conforme estabelecido pela Lei Berenice Piana, Lei nº 12.764/2012 no Brasil. Diante disso, objetiva-se conhecer a percepção das pessoas com TEA sobre a inclusão no mercado de trabalho. Serão realizados um estudo de revisão integrativa da literatura de artigos empíricos no Brasil. A revisão da literatura será composta por artigos, dissertações de mestrado, teses de doutorado e referências descritas em plataforma da Scielo, PubMed e BVS. Os desafios da inclusão de pessoas com TEA no Brasil têm como pilares a desinformação e o preconceito, além da falta de qualificação adequada dos profissionais encarregados da gestão das pessoas, o que se configura como uma chaga social. Os desafios das pessoas portadoras de deficiências (PCD) no Brasil são inúmeros e o processo de inclusão é lento. Tomados em conjunto, os estudos nacionais e internacionais abordam a carência de produções literárias na área do autismo e mercado de trabalho, evidenciando-se uma lacuna na literatura nesta área, sendo possível dificuldades no avanço da temática. Em geral, estudos poucos estudos apontam desafios pré-emprego, dificuldade de encontrar vagas, barreiras referentes ao apoio no trabalho, bem como incompatibilidade das habilidades. Assim, uma análise detalhada que busque identificar os desafios dessas pessoas na esfera social do trabalho será uma base para refletir sobre as reais dificuldades para que sejam incluídas de fato nas instituições, incluindo-se as organizações do trabalho. Assim, este estudo se propõe conhecer a percepção das pessoas com TEA sobre a inclusão no mercado de trabalho.

Palavras-chave: Autismo, mercado de trabalho. 554

The impact of the COVID-19 pandemic on financial capacity of organizations: the sustainability challenges of social economy

Carla **Bonacho**
Instituto Politécnico de Setúbal, carla.bonacho@gmail.com

Márcia R. C. **Santos**
Instituto Politécnico de Setúbal, marcia.cadete.santos@gmail.com

Sandra **Nunes**
Instituto Politécnico de Setúbal, sandra.nunes@esce.ips.pt

Nuno **Teixeira**
Instituto Politécnico de Setúbal, nuno.teixeira@esce.ips.pt

Pedro **Dominginhos**
Instituto Politécnico de Setúbal, pedro.dominginhos@esce.ips.pt

Carlos **Mata**
Instituto Politécnico de Setúbal, carlos.mata@esce.ips.pt

Joaquim **Mourato**
Instituto Politécnico de Portalegre, amourato@ippportalegre.pt

More than a health crisis, the COVID-19 pandemic exposed the world to an economic and humanitarian crisis. All governments have faced difficulties in containing the spread of the virus, providing adequate healthcare and creating support measures for public and private institutions. Portugal was no exception and created packages of support measures, both financial and non-financial. But have these measures fit on the needs of all organizations? Were they enough for Social Economy organizations to maintain their activity at a time of increased demand? This study aims to determine the financial impact of the COVID-19 pandemic on Social Economy organizations, based on data collected through an online survey responded by 944 of those Portuguese organizations. The results show that, despite the measures implemented by the government, the Social Economy suffered an increase on expenses and a decrease on revenues during the second lock down imposed in 2021. A significant number of those organizations drastically reduced or even closed their activity. Several lessons learned are unveiled in this research, which may help Social Economy to be better prepared for future crises, namely the ones related to financial autonomy needed to be strengthened through the diversification of funding sources.

Keywords: Financial sustainability, Social Economy, Funding; Lockdown impact; COVID – 19. [ID 171]

Action research in graduate program management: a participatory strategic proposal

Denise Aparecida Hipólito **Borges**
Universidade Federal de Lavras, denisehipolito@yahoo.com.br

Mônica Carvalho Alves **Cappelle**
Universidade Federal de Lavras, edmo@ufla.br

Daniel Carvalho de **Rezende**
Universidade Federal de Lavras, danielderezende@ufla.br

In Brazil, most of the research and national scientific production is carried out in the universities Brazilian per through graduate programs (PPG's) and even in front of such responsibility to the community academic-scientific it is concerned with the social impact provided to society. This context led CAPES to review the guidelines that underlie the evaluation of graduate studies and this will require transformations important in PPG's, but these changes need to be built per through processes participatory. In view of that, this search investigated a Postgraduate Program in Administration at a University Brazilian Federal Public Service, located in the state of Minas Gerais (PPGA) which is uniting their research practices to management practices to propose a new cycle of actions using for that, the Action Research (AR) methodology aligned to the assumptions of Social Constructionism and Planning Strategic Situational (PES) as management strategies. So far, research reveals that the Program no owns: your diagnosis own instruments continuous self - assessment, planning strategic and the registration of its story.

Keywords: Management, planning strategic, action research. [ID 490]

Resiliência individual, prazer, sofrimento e comprometimento organizacional de Servidores Públicos Federais

Fábio Faiad **Bottini**
Universidade Federal de Minas Gerais, fabiofaiad@bol.com.br

Kely Cesar Martins de **Paiva**
Universidade Federal de Minas Gerais, kelypaiva@face.ufmg.br

Davi Faiad **Bottini**
Universidade Federal do Espírito Santo, davibottini@gmail.com

Michelle de Souza **Rocha**
Universidade Federal de Minas Gerais, michelles_rocha@yahoo.com.br

As mudanças no mundo do trabalho ocorridas nos últimos anos trouxeram efeitos bastante diversos para os trabalhadores, em especial servidores públicos. O objetivo da pesquisa foi analisar como se relaciona a resiliência individual com as dimensões de prazer e sofrimento no trabalho e com o comprometimento de servidores públicos federais. Para tanto, optou-se por um estudo de natureza descritivo-explicativa, com abordagem quantitativa. Como método, foi adotado o Estudo de Caso em uma autarquia ligada ao sistema financeiro. Para a coleta de dados, foi utilizado um questionário com escalas validadas dos construtos abordados. A análise dos dados se deu por estatística multivariada, apoiada em planilhas eletrônicas e softwares estatísticos (*Excel*, *SPSS* e *SmartPLS 2.0*). Os resultados apontaram para a validação de todas as escalas, mas com algumas modificações na sua composição, e para aspectos significativos acerca de relações entre resiliência, comprometimento e prazer no trabalho. As cinco hipóteses foram confirmadas, sugerindo a possibilidade de aprofundamento no que tange às possíveis relações conceituais e à inserção de novos construtos. Entre diversas sugestões, propôs-se a realização de novas pesquisas, inclusive em ambientes que não o setor público, bem como a adoção de métodos qualitativos em investigações similares.

Palavras-chave: Resiliência individual, prazer e sofrimento no trabalho, comprometimento organizacional, setor público. [ID 228]

I Resign... or maybe not! From Great Resignation to Quiet Quitting in organizations after COVID-19

Maria David Brás

ESGHT, University of the Algarve, mfbras@ualg.pt

In 2021, with expanded vaccination coverage, many workers returned to their previous place of work. Nevertheless, their priorities have now changed, salary had ceased to be the main concern of his professional activity. In this period of time, Anthony Klotz put forward the idea that difficult times were ahead for companies with a potential mass voluntary resignation of workers, what he called *The Great Resignation* (GR). In fact, his prophecy would come true, as, in the US, between April 2021 and April 2022 the U.S. Bureau of Labor Statistics confirmed that 71.6 million people had left their jobs. Many factors have contributed to this phenomenon, e.g: time to rethink their careers, investment in complementary or transversal training (through online courses); opportunity to develop their "vein" of entrepreneurs; their self-confidence increased in the decision-making process to leave the job; sense of closeness to the family, the comfort of home, the reduced food and transport costs, and possibility of greater work-life balance. However, mental health, especially occupational burnout, symptoms of anxiety and depression, appear to be the engine of this "pandemic epiphany". In an inverse perspective to GR, one of the most recent phenomena in the workplace is called *Quiet Quitting* (QQ). In this view, and unlike the previous one, workers do not resign, but start to do only the tasks for which they are paid, without going above or beyond the number of working hours. This movement, which already has significant expression in the US (21%) and in other countries in Western Europe and Asia, is now considered the new way of fighting the hustle culture at work.

Key Words: Great resignation, quiet quitting, work, Covid-19. [ID 621]

Planeando o Blue Tourism para o desenvolvimento turístico dos Blue Spaces

Mónica Morais de Brito

Universidade de Évora, mbmb@uevora.pt

O Blue Tourism pode configurar uma via para o desenvolvimento turístico dos Blue Spaces, devendo assentar num modelo de planeamento que compatibilize a função residencial com turística e que promova, simultaneamente, a qualidade de vida dos residentes, a qualidade da experiência turística dos visitantes, e a saúde e bem-estar de ambos. Pretende-se, com base na análise do estado da arte, avançar uma proposta de modelo de planeamento turístico que contribua para a materialização destes objetivos, tendo por base os conceitos de Blue Space e de Blue Tourism. Os factos históricos e a investigação já desenvolvida em inúmeras áreas científicas, atestam as propriedades terapêuticas dos Blue Spaces, ainda que com enfoque na sua função residencial, pelo que temos vindo a ocupar um espaço de investigação focado nas suas potencialidades turísticas e respetivo planeamento e desenvolvimento. Falamos de territórios em que a água assume a centralidade, reunindo um conjunto de características catalisadoras da saúde e do bem-estar dos seus habitantes, tanto dos costeiros em que o mar assume esse papel, como dos de águas interiores, em que o protagonismo é assumido por mares interiores, rios, lagos, albufeiras e riachos. Este trabalho é feito assente no pressuposto que territórios bons para viver são territórios bons para visitar, e na convicção fundamentada de que o Blue Tourism - entendido como todas as práticas turísticas desenvolvidas em ambientes aquáticos e nos territórios que lhe são adjacentes, tendo intrínsecas o conceito de wellness, ou seja que contribuam para a saúde e bem-estar, e cujo planeamento e desenvolvimento assente num modelo de sustentabilidade - pela sua natureza sustentável pode configurar uma via para o seu desenvolvimento turístico.

Palavras-chave: Blue Space, Blue Tourism, planeamento turístico. [ID 395]

El turismo, ¿una opción válida para los países de la región del UMA y del Medio Oriente?

Rosario **Brito-Guerrero**

Universidad de Córdoba, rosariobg@hotmail.com

José Miguel **Valverde Roda**

Universidad de Córdoba, jvalverde@uco.es

Minerva **Aguilar Rivero**

Universidad de Córdoba, u52agrim@uco.es

Juan Vicente **Fruet Cardozo**

Universidad de Córdoba, jvfruet@uco.es

Tanto la región de la UMA como los países integrantes del Medio Oriente, podrían ver diversificada su economía abriéndose a implantar estrategias para potenciar el sector turístico, aprovechando su cercanía con Europa y el incremento de la popularidad de las regiones. En este contexto, el estudio se centra en el conocimiento de las variables económicas que afectan a su rendimiento económico y otros factores sociales, como son la inestabilidad de la zona, la religión, y otros relacionados con la salubridad de la zona. El análisis se hizo desde los años 2009 a 2020, 12 en total, mediante la utilización del modelo de regresión lineal múltiple con el que se acepten las hipótesis fijadas. Analizando los principales resultados, destacamos las hipótesis del estudio, las cuales son: una mejora de las infraestructuras conllevará a mejoras en sus resultados económicos; una mayor formación de los recursos humanos en el sector servicios conllevará una mejora económica; la religión es un factor muy importante a tener en cuenta de cara al turismo actual. Con estos resultados, destacamos el alto potencial turístico de estas regiones y el gran reto que tienen que asumir en cuanto a indagar sobre alternativas válidas de crecimiento económico actuales diversificando sus focos. Con esto concluimos que no solo deben seguir apostando por la explotación de las fuentes de energía no renovables, sino que deben abrirse a nuevos horizontes de crecimiento económico.

Palabras clave: Turismo, UMA, Medio Oriente, factores sociales, estrategias, PIB per cápita, transportes. [ID 483]

The impact of smart specialization and ERDF funding on tourism growth and resilience

Anna **Burton**

Austrian Institute of Economics Research, anna.burton@wifo.ac.at

Julia **Bachtrögler-Unger**

Austrian Institute of Economics Research, julia.bachtroegler-unger@wifo.ac.at

Oliver **Fritz**

Austrian Institute of Economics Research, oliver.fritz@wifo.ac.at

Given the dooming challenges in the wake of global warming and associated sustainability concerns, the analyses of regional resilience and innovation capabilities have become an increasingly important field of investigation. Especially the particularly adverse implications that the COVID-19 pandemic has had on some industries have reinforced the importance of analyzing questions related to the impacts of external shocks on regional economic systems. Utilizing an econometric analysis, this research explores how Research Innovation Strategies for Smart Specialization (RIS3) and European Regional Development Fund (ERDF) funding influence growth and resilience of European touristic regions. Increasing regional resilience and fostering place-based innovation were core principles in the EU's cohesion policy throughout the programming period 2014-2020. Research Innovation Strategies for Smart Specialization were introduced to concentrate the ERDF funding to make the EU a more sustainable and resilient economy, while correcting imbalances between regions. When utilized effectively, appropriate smart specialization strategies and the efficient management of funding can empower regions to overcome economic downturns and strengthen recovery.

This paper analyzes the impact of sectorial smart specialization strategies and ERDF co-funding on economic development in regions with varying degrees of tourism intensities. Also, the effects that different smart specialization strategies and various levels of ERDF funding have on regions' levels of vulnerability are outlined. The insights generated can inform the formulation of future policies aimed at improving regional resilience and sustainable innovation capacity.

Keywords: Tourism, resilience, regional cohesion, smart specialization. [ID 592]

Un meta-análisis sobre las políticas activas del mercado de trabajo

L. Javier **Cabeza-Ramirez**

University of Cordoba, r62caral@uco.es

Ana **Castillo-Canalejo**

University of Cordoba, acastillo@uco.es

Francisco Saco de **Larriva**

University of Cordoba, d62salaf@uco.es

La situación de crisis global originada por varios factores (Covid-19, invasión de Ucrania, inflación, etc.) a la que se enfrenta la sociedad actual hace imprescindible fijar la atención en las políticas que coadyuven al fortalecimiento del empleo. Entre las medidas que se pueden adoptar para reducir las cifras de paro cabe destacar el caso de las políticas activas del mercado de trabajo (PAMT). Se trata de actuaciones que buscan un impacto directo en el mercado laboral mediante la generación de empleo de calidad, creación de oportunidades y reducción de desigualdades. Este trabajo tiene como objetivo realizar un meta-análisis de los artículos científicos que se han centrado en el estudio de este tipo de políticas entre las que se pueden distinguir: acciones de formación y reciclaje; subsidios para planes de empleo; programas de empleo público y sistemas de asistencia y mejora de los servicios de empleo. Se utiliza el protocolo PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) para recopilar los documentos incluidos en la base de datos Web of Science que contengan revisiones sistemáticas sobre las PAMT. Una vez examinados dichos trabajos se podrá ofrecer una evaluación de cada tipo de política de manera que se concluirá el grado de eficacia alcanzada según su aplicación.

Keywords: Políticas activas del mercado de trabajo, meta-análisis, PRISMA, Web of Science. [ID 299]

Alojamento local em época de pandemia Covid-19

Diogo Sousa **Caixeiro**

School of Business and Social Sciences, diogocaixeiro97@gmail.com

Luís Vilela **Pimentel**

School of Business and Social Sciences, luis.pimentel@universidadeeuropeia.pt

Maria João **Machado**

Universidade Lusófona, maria.joao.machado@ulusofona.pt

Este estudo tem como objetivos específicos os seguintes: analisar as associações entre as características do alojamento, a satisfação dos clientes e o preço praticado; analisar as associações entre a ocupação do alojamento, a satisfação dos clientes e o preço praticado. Foi realizada uma parceria com uma empresa que explora alojamentos de curta duração, localizados no Algarve, pelo que foram recolhidos dados do Airbnb, relativamente a todos os alojamentos localizados em dois concelhos do Algarve, tendo-se identificado 210 alojamentos. A recolha de dados ocorreu no verão de 2021, quando Portugal estava sujeito a restrições de mobilidade impostas pela pandemia Covid-19. Pretende-se que este estudo contribua para o ODS número 8 (Trabalho Digno e Crescimento Económico). Como primeiro contributo, os resultados validam a existência de uma associação entre as características do alojamento e a satisfação dos seus clientes, no seguinte sentido: os alojamentos do tipo vivenda com piscina, geridos por *superhosts*, que não permitem animais de estimação, e que exigem estadias mais elevadas, apresentam níveis de satisfação mais elevados. Como segundo contributo, os resultados validam a existência de uma associação entre as características do alojamento e o preço praticado, no seguinte sentido: os alojamentos do tipo vivenda com piscina, com maior capacidade, e que exigem estadias mais elevadas, praticam preços mais elevados. Como terceiro contributo, comprova-se empiricamente a existência de uma associação entre a satisfação dos clientes e a ocupação do alojamento. Como quarto contributo, comprova-se empiricamente a existência de uma associação entre o preço praticado e a ocupação do alojamento.

Palavras-chave: Alojamento local, satisfação, ocupação, preço alojamento. [ID 163]

Tourism destination events classifier based on Artificial Intelligence techniques

Miguel Camacho

University of Madrid, mcamacho@atalayatech.com

Ramón Alberto Carrasco

University of Madrid, ramoncar@ucm.es

Gema Fernández-Avilés Calderón

University of Castilla-La Mancha, gema.FAviles@uclm.es

Antonio LaTorre

Universidad Politécnica de Madrid, a.latorre@upm.es

Identifying client needs to provide optimal services is crucial in touristic destination management. There are touristic events happening in touristic destinations that may cover those needs and hence, help satisfy tourists. Similar to what happens with product management, the creation of hierarchical catalogs to classify those events would help event management. Those events that can be found on the internet are described in desegregated and heterogeneous sources, which make direct classification a hard and time consuming task. The goal of this work is to create a process that automatically classifies touristic events of eclectic nature given a hierarchical taxonomy to help touristic destination management. This automatic taxonomization process allows the creation of a normalized catalog across very different geographical regions. Therefore, we can build catalogs with consistent filters to find events regardless of the source taxonomies if any. This is very valuable for companies that offer this kind of information across multiple regions such as airlines, OTAs or hotel chains and hence, valuable for the final user. Using a Data Science methodology such CRISP-DM, supervised automatic learning and natural language processing techniques, this work describes how we reached this goal using hundreds of thousands of events.

Keywords: Touristic destinations, touristic events, classification, CRISP-DM. [ID 412]

Meaningful experiences in tourism: A systematic review of psychological constructs

Ester Câmara

University of Algarve, a70232@ualg.pt

Margarida Pocinho

University of Madeir and CinTurs, mpocinho@staff.uma.pt

Dora Agapito

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

Saúl Neves Jesus

University of Algarve and CinTurs, snjesus@ualg.pt

This systematic literature review aimed to answer the following questions: What is a meaningful tourist experience and its components associated with positive psychology, well-being, and mindfulness? How have these experiences been measured and defined? What are their psychological antecedents and consequences? The research protocol was composed by "Tourist experience"; "Meaningful"; "Memorable"; "Transformational"; "Authenticity"; "Extraordinary"; "Mindfulness". The chosen databases were Web of Science and SCOPUS. The inclusion criteria were: Peer-reviewed english articles; Inclusion of concepts from positive psychology; Studies developed on tourism context. The final sample was composed by 70 articles. The results revealed that the main elements assessing meaningful experiences are: Emotions (Positive/negative effects); Nature of the experience (e.g., Memorable tourism experience; delight consumer experiences; Rural tourism experiences); Psychological antecedents (e.g., Needs; Motivation; Familiarity); Well-being (e.g., Hedonia; Eudaimonia; Subjective well-being; Psychological well-being); Behavioral intentions (e.g., Revisit intentions; Positive word-of-mouth; Recommendation); Psychological outcomes (e.g., Memorability; Authenticity; Mindfulness). The antecedents were divided into: Personal (e.g., Search for spirituality; Development of self); Emotional (e.g., Positive sensations; Emotional regulation); Well-being (e.g., Eudaimonia; Hedonia); Behavioral (e.g., Behavioral intentions); Relational (e.g., Positive relationships). The outcomes had the same rational: Personal (e.g., Development of the self; Mindfulness); Well-being (e.g., Eudaimonia; Hedonia); Emotional (e.g., Positive, and negative emotions); Relational (e.g., Positive relationships); Behavioral (e.g., Behavioral intentions). The proposal represents the first work to address the conceptualization of meaningful tourism experiences, associated with positive psychology.

Keywords: Meaningful experiences, positive psychology, well-being, mindfulness, meaning. [ID 380]

Memes como estratégia de marketing digital: uma análise bibliométrica

Alyce Cardoso **Campos**

Universidade Federal de Lavras, alycecardosoc@yahoo.com.br

Valderi de Castro **Alcântara**

Universidade Federal de Lavras, valderidecastroalcantara@gmail.com

José Willer do **Prado**

Universidade Federal de Lavras, jwprado@gmail.com

Daniel Carvalho de **Rezende**

Universidade Federal de Lavras, rezendedc@gmail.com

Este artigo teve como objetivo realizar um levantamento bibliográfico do estado da arte sobre a utilização de memes da internet como estratégia de marketing digital. O método utilizado foi a pesquisa bibliométrica, sendo a pesquisa realizada com a base de dados Scopus e conduzida com o auxílio do VOSviewer, uma ferramenta para construção e visualização de redes bibliométricas. Um total de 219 artigos foi analisado e apresentados como resultados: a evolução e tendências das publicações por ano; os artigos mais citados da frente de pesquisa; os países de origem das publicações; os *journals* que mais publicaram; as principais palavras-chave com o maior número de citações; seis clusters de palavras-chave; os autores mais citados nas referências dos artigos analisados; e os artigos mais citados nas referências da amostra analisada. Este estudo buscou contribuir com a organização e sistematização dos estudos sobre a utilização de memes na comunicação de marketing, tipo de conteúdo que passou a ser adotado pelas marcas devido a ser atualmente uma das principais ferramentas de comunicação na internet, oferecendo aos pesquisadores uma visão geral do campo.

Palavras-chave: Memes da internet, marketing digital, marca, publicidade, anúncio. [ID 220]

Investment in Human Capital and Corporate Social Responsibility in SMEs providing accommodation services. The specificity of family firms

Marta **Campos-Valenzuela**

University of Málaga, martacv@uma.es

Daniel **Ruíz Palomo**

University of Málaga, drp@uma.es

Julio **Diéguez Soto**

University of Málaga, jdieguez@uma.es

Lidia **López Marfil**

University of Málaga, lmarfil@uma.es

The general purpose of this paper is to investigate the effect of Human Capital Investment (HCI) on Corporate Social Responsibility (CSR) practices in small and medium-sized enterprises providing accommodation services. Thus, this study has two aims: first, analyzing the effect that HCI exerts on CSR practices; and second, examining the moderating effect of being a family firm on prior relationship. The sample is obtained from a survey carried out during 2017 in Spain to 1136 family and non-family businesses, which 41 belong to "Accommodation Services" and the methodology used is PLS-SEM.

Keywords: Human capital investment, corporate social responsibility, SMEs, family firm, accommodation services. [ID 266]

Trends in scientific research: The case of *Posidonia oceanica*

Jose Luis **Caparrós-Martínez**
University of Almería, jlcapa@ual.es

Rosa María **Martínez Vázquez**
University of Almería, rosamaria@ual.es

Jaime De **Pablo Valenciano**
University of Almería, jdepablo@ual.es

Juan **Milán García**
University of Almería, jmg483@ual.es

José Ramos Pires **Manso**
University of Beira Interior, pmanso@ubi.pt

Posidonia oceanica meadows are an endemic species that occupy large areas of the Mediterranean coastline and provide important ecosystem services. Its meadows play a fundamental role in the coastline, protecting it from erosion, releasing oxygen and hosting a great diversity of flora and fauna. This species is threatened by actions such as beach regeneration, coastal works, pollution associated with coastal urban development, trawling, dredging, boat anchoring, etc. In addition, the presence of support structures in the port environment, as well as the economic and tourist activity carried out in the area, create other pressures on the marine ecosystem.

The aim of this article is to analyse the future trends of *Posidonia oceanica* through keywords extracted from scientific articles in the WoS database. As results, the most novel terms are those related to dispersal and ecosystem services. From the authors' point of view the research trends are towards ocean acidification and emergence. In conclusion, more specific research addressing the negative externalities of anthropogenic factors on *Posidonia oceanica* meadows is needed to design actions to protect this valuable natural resource for the environment.

Keywords: *Posidonia oceanica*, externalities, tourism, ecosystem services, economic development, sustainability. [ID 374]

A experiência turística: percepções dos fatores de sucesso do Festival Folclórico de Parintins a partir da aplicação do Modelo de Bordas e da Teoria de Script

Edna Aniceto de Magalhães **Cardoso**
Universidade Federal do Amazonas, Brasil dnamagalhaes@gmail.com

Marlusa de Sevilha **Gosling**
Universidade Federal de Minas Gerais, Brasil, mg.ufmg@gmail.com

Eduardo Teixeira **Magalhães**
Universidade Federal de Minas Gerais, Brasil, edu.magalhaes7@outlook.com

O Festival Folclórico de Parintins promove experiências memoráveis/autênticas para os turistas que retornam nos anos seguintes. Contudo, não existe um planejamento estratégico de turismo e marketing que apoie os outros prestadores de serviços. A partir desse cenário e da relação do Modelo de Bordas com a Teoria de Script, esse estudo busca identificar as percepções dos fatores de sucesso do Festival Folclórico de Parintins por meio da experiência turística. Foi elaborado um roteiro de entrevista, semiestruturada, para ser aplicado na coleta de dados realizada com os consumidores de turismo presentes no Festival Folclórico de Parintins/2018. Os dados obtidos com as entrevistas foram analisados sob uma abordagem qualitativa, utilizando o software NVivo. O software NVivo foi utilizado para analisar, pelo método qualitativo, as respostas dos consumidores de turismo. Com base nos resultados da pesquisa com os consumidores de turismo, durante o Festival em junho/2018, com a aplicação do Modelo Conceitual Bordas-Script, foi possível observar que os fatores que influenciam na competitividade dos clusters (Modelo de Bordas) foram: preços e competitividade, cultura, história, natureza e turística (atrações), qualidade, infraestrutura, serviço, transporte e alojamentos.

Palavras-chave: Modelo de Bordas, Teoria de Script, eventos culturais, experiência turística. [ID 195]

Wine tourist's journey with technologies

Tânia Cardoso

Polytechnic Institute of Viseu, tania.pacheca@gmail.com

Suzanne Amaro

Polytechnic Institute of Viseu, samaro@estgv.ipv.pt

Cristina Barroco

Polytechnic Institute of Viseu, cbarroco@estgv.ipv.pt

Information and Communication Technologies (ICTs) have brought significant changes to the tourism industry, completely transforming the tourist experience. Several studies have shown that ICTs can enhance the tourism experience (e.g., Neuhofer et al., 2014; Tussyadiah et al., 2018). Despite the significant benefits of technologies, few studies have explored wine tourists' use of technologies during all phases of their travel journey and on how they can enhance their wine tourism experience (Garibaldi & Sfodera, 2020). Therefore, this study fills this gap by exploring how wine tourists use technologies in their wine tourism journey (before, during and after the trip) and how they enhance their wine tourism experience. An online questionnaire was sent to tourists that have visited the Douro Wine Region in Portugal. The results evidence that new technologies are used in all stages of the digital customer journey and can make the wine tourism experience more memorable. The findings are relevant for wine regions and stakeholders to become more competitive by including new technologies in all phases of the wine tourist's journey.

Keywords: Wine tourism, ICTs, experience, travel journey. [ID 329]

Liderança transacional e transformacional: um estudo na Polícia Rodoviária Federal Brasileira

André Wilson Medeiros Carneiro

FGV-EAESP, andrecav53@gmail.com

Anderson de Souza Sant'Anna

FGV-EAESP, anderson.santanna@fgv.br

Daniela Martins Diniz

UFSJ, danidiniz@ufs.edu.br

Visando contribuir para as pesquisas sobre liderança no setor público este artigo objetiva mensurar e analisar a presença de características dos estilos transacional e transformacional em gestores da Polícia Rodoviária Federal (PRF). Quanto ao método, a pesquisa apresenta abordagem quantitativa, desenvolvida por meio da técnica de *survey*, envolvendo aplicação de questionário junto a servidores da PRF, em todo o Brasil. Os resultados permitem concluir que o estilo de liderança transformacional tem preponderância sobre o transacional no contexto da PRF. Análise das dimensões que compõem a liderança transformacional revelam como mais impactantes os fatores "Motivação inspiradora" e "Influência idealizada atribuída". Os dados revelam ainda que o estilo de liderança transacional também é exercido na PRF, reforçando estudos prévios que apontam que os líderes podem, concomitantemente, adotar comportamentos híbridos, tanto transacionais e transformacionais.

Palavras-chave: Liderança, estilos de liderança, desenvolvimento de liderança, setor público, Polícia Rodoviária Federal. [ID 32]

Understanding the differences among residents' perceptions on the impact of re-enactment events

Maria João **Carneiro**
University of Aveiro, mjcarneiro@ua.pt

Maria Inês **Carvalho**
University of Aveiro, mariaifcarvalho@outlook.com

Celeste **Eusébio**
University of Aveiro, celeste.eusebio@ua.pt

Re-enactment events have an important role in preserving and promoting heritage, improve the image of places, attract visitors, boost economic development and, among other aspects, improve relationships among residents, as well as community well-being. Residents have a crucial role in these events, when interacting with visitors, either welcoming them, playing a character of ancient times, or performing other services. Although the literature highlights a great influence of residents' perception of cultural events' impacts on their attitudes, no studies are known that assess residents' heterogeneity regarding their perception of the impacts of re-enactment events. This study intends to fill this gap, segmenting residents of *Santa Maria da Feira* according to their perceived impacts of *The Medieval Journey in the Land of Santa Mary*. A questionnaire survey was carried out (N=396). Respondents were segmented through a cluster analysis based on perceptions of the event's impacts. Three clusters emerged - Neutrals, Opponents and Embracers -, the last being those perceiving most positive impacts. The clusters were also compared on other aspects like sociodemographic profile, place attachment, attachment with the event, interaction with visitors and attitudes towards the event. Most of the residents do not perceive many positive impacts of the event, which shows that changes should be introduced to improve the residents' perception of impacts. Moreover, various differences were observed among the clusters, providing relevant insights on factors that influence the impacts' perception. Guidelines are provided to improve the residents' perceptions of the re-enactment impacts.

Keywords: Re-enactment events, cluster analysis, residents' perceptions, tourism impacts, place attachment, attachment with the event, interaction, attitudes. [ID 375]

Marbella as a luxury tourist destination in VFT offer: Airbnb Luxe case

María Jesús **Carrasco-Santos**
Universidad de Málaga- UMA, mjcarrasco@uma.es

Andrea **Peña-Romero**
Universidad de Málaga, mjcarrasco@uma.es

Marbella is a tourist destination that offers the largest number of luxury home rentals whose study is based on the so-called collaborative economy, which includes the Airbnb platform as the most used channel. Airbnb Luxe and Luxury Retreats launches exclusively to the Luxe housing offer. This research analyzes the case of the luxury offer in Marbella on this platform, as well as a bibliographical review on luxury in tourism and a qualitative research of 13 interviews on the supply side, both with homeowners and real estate agents focused on in the luxury segment in Marbella. The main results offer relevant conclusions, as characteristic are the visible and non-visible aspects that make a home luxury, the need to carry out a study on the luxury segment that does not currently exist to determine what it is and what it is not. luxury, among other things, and that the city of Marbella is one of the main luxury vacation spots in Spain. Despite the subjectivity of the term luxury, this research proposes several possible definitions adaptable to the type of accommodation most in demand in Marbella, the large and luxurious villas.

Keywords: luxury tourism, homes for tourism purposes, villas, Airbnb Luxe, collaborative economy, Marbella. [ID 422]

O pressuposto da continuidade em período de COVID-19

Francisco Carreira

Instituto Politécnico de Setúbal, francisco.carreira@esce.ips.pt

Maria da Conceição Aleixo

Instituto Politécnico de Setúbal, conceicao.aleixo@esce.ips.pt

Susana Silva

Instituto Politécnico de Setúbal, susana.silva@esce.ips.pt

O relato financeiro por parte das entidades é cada vez mais importante num mundo cada vez mais globalizado. Devido à situação pandémica relacionada com o coronavírus (COVID-19) que se vive atualmente, o relato financeiro será de relevância acrescida existindo recomendações específicas por parte da Comissão de Normalização Contabilística (CNC) e por parte da Ordem dos Revisores Oficiais de Contas (OROC).

Este estudo tem como objetivo, analisar o relato financeiro das empresas que integram o índice PSI20, no período de 2019-2020, relativamente, ao respeito pelo pressuposto da continuidade decorrente da situação pandémica, bem como verificar, em que medida a Certificação Legal das Contas (CLC) abordou essa temática.

A metodologia adotada consistiu na análise dos Relatórios e Contas Consolidados das empresas da amostra para os períodos de 2019 e 2020, sendo utilizada a análise de conteúdo para a recolha de dados.

Os resultados demonstraram que as empresas abordaram os efeitos do COVID-19, quer no Relatório de Gestão, quer nas notas no Anexo sem, na maioria dos casos, quantificarem esses mesmo efeitos, mas evidenciando que estavam a acompanhar com preocupação a situação, mas que não estava em causa a sua continuidade.

O estudo evidenciou comportamentos distintos de empresas, no que respeita ao cumprimento do pressuposto da continuidade, bem como da respetiva divulgação inserida nos documentos de prestação de contas, mas que não contribuiu para que os auditores modificassem a sua opinião na CLC.

Palavras-chave: COVID-19, relato financeiro, pressuposto da continuidade, Certificação Legal das Contas. [ID 268]

Profesionalización e integración de la oferta oleoturística: diagnóstico y necesidades del sector

Isabel Carrillo-Hidalgo

University of Jaén, ihidalgo@ujaen.es

Jairo Casado-Montilla

University of Jaén, jcasado@ujaen.es

Juan Ignacio Pulido-Fernández

University of Jaén, jipulido@ujaen.es

Yaiza López-Sánchez

University of Jaén, ymlopez@ujaen.es

El oleoturismo es una tipología turística que se basa en el conocimiento y disfrute de todos los procesos y aspectos relacionados con el aceite de oliva, convirtiéndose en un elemento clave para la diversificación de la economía, la conservación de las tradiciones y el asentamiento de la población. Para lograr un desarrollo sostenible del oleoturismo es fundamental el apoyo institucional, la profesionalización e integración del sector como un sistema holístico, al tratarse una tipología desarrollada como actividad secundaria que diversifica a la principal, en la que la oferta está formada por una gran variedad de actores. Resulta fundamental conocer cómo se estructura la oferta de oleoturismo, el nivel de profesionalización del sector y sus necesidades de conocimiento, así como su voluntad de participación en redes de para la investigación, promoción y comercialización del oleoturismo. Para ello, se han analizado los resultados de una encuesta realizada a un focus group formado por empresas del sector. Los resultados muestran que el oleoturismo ha recibido un apoyo inefectivo e ineficiente del sector público. Se trata de un sector no profesionalizado, volcado en su dimensión gastronómica, con necesidades de conocimiento sobre el comportamiento de la demanda y de formación de calidad y específica. La oferta colabora entre sí y muestra una predisposición total a formar parte de una red de colaboración trasversal, siempre que no conlleve un esfuerzo económico.

Keywords: Oleoturismo, desarrollo turístico, aceite de oliva, profesionalización, colaboración entre actores. [ID 74]

Características e intenciones de viajar del turista de interior post COVID-19 y su influencia en el gasto turístico

Isabel **Carrillo-Hidalgo**
University of Jaén, ihidalgo@ujaen.es

Juan Ignacio **Pulido-Fernández**
University of Jaén, jipulido@ujaen.es

Jairo **Casado-Montilla**
University of Jaén, jcasado@ujaen.es

Yaiza **López-Sánchez**
University of Jaén, ymlopez@ujaen.es

La COVID-19 ha expuesto las grandes debilidades del turismo, el cual, tras la fase más dura de la pandemia, muestra señales de recuperación. La COVID-19 ha cambiado muchos aspectos en la vida de todas las personas y no iba a serlo de otra manera entre los turistas. Conocer y perfilar esta nueva forma de comportarse es fundamental para el desarrollo sostenible de los destinos, en esta nueva era postpandemia. En esta investigación se pretende analizar el comportamiento del turista de interior tras la COVID-19, así como las características de sus futuros viajes. En función de los cambios en su comportamiento como turista y sus opiniones e intenciones en sus próximos viajes, se desea determinar el perfil de los turistas de interior a los que la COVID-19 ha afectado a su gasto anual en viajes de ocio. Para ello, se realizaron 1.202 encuestas a turistas de interior residentes en Andalucía. Los resultados afirman que, tras la COVID-19, el turista no tiene intención de dejar de viajar, ni cambiar la forma en que lo hace, aunque acabará gastando menos. Desean realizar más viajes, más cortos, evolucionando hacia un perfil más exigente, sostenible y responsable. El árbol de decisión, a través de sus nodos, señala que el turista de interior que ha reducido su gasto consecuencia de la COVID-19 es aquel que considera que su comportamiento ha cambiado, no ha decidido viajar más que antes y disfruta del patrimonio o no prioriza destinos con experiencias estimulantes, aunque sí exige más información.

Keywords: COVID-19; turismo de interior; árbol de decisión; gasto turístico; postpandemia. [ID 90]

The wedding ceremony at the hotel: customer experience, servicescape and venue choice as shared on TripAdvisor

Beatriz Sanches **Cartas**
Universidade do Algarve, beaaa.sanches@gmail.com

Maria Manuela **Guerreiro**
Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Ana Paula **Barreira**
CEFAGE and Universidade do Algarve, aprodrig@ualg.pt

A wedding is a special event in someone's life and a product of solid implication and involvement. In Western societies, weddings abroad are becoming popular, and wedding tourism arises. A wedding event can be conceptualized as a staged experience with carefully prepared scenography. The venue, built on the concepts of servicescape and experiencescape, which emerged in the marketing and tourism literature, has been conceptualized as a wedding scape that includes the physical scene and its environmental stimuli and social factors. Wedding destinations are popular places to celebrate a marriage outside the home, and literature reports little research on the topic. It is increasingly common to use the content shared in the digital sphere to support decision-making, and TripAdvisor is among the most popular. Wedding tourism remains an under-researched topic, especially regarding the content shared on social media regarding customer experience, servicescape and venue choice. By adopting an experiential Marketing perspective of the wedding as a staged experience, the purpose of this study is to understand the customer experience, venue choice and servicescape by applying thematic analysis to user-generated content shared on TripAdvisor by wedding participants in a hotel resort located at the Algarve. Results provide useful insights to experience design in the scope of this emerging segment of tourists in the Algarve. Furthermore, it contributes to knowledge since it adds to the literature on the topic.

Keywords: Wedding, customer experience, venue choice, Servicescapes; e-WOM; TripAdvisor. [ID 520]

From pandemic constraints to travel as a liberation horizon

Adalberto Dias de **Carvalho**

Instituto Superior de Ciências Empresariais e do Turismo, adalberto.carvalho@iscet.pt

This communication intends to identify, demonstrate and critically address some of the consequences of the Covid-19 on feelings and personal behavior. Considering that the constraints triggered by this phenomena can affect the freedom of movement and the safety of people, aspects related to everyday feelings and their consequences were privileged, namely in the design of trips, considered these as dimensions of liberation and well-being. It is assumed, to be controlled, that its realization or simple imagination stem from primary or acquired needs that may be exacerbated by the global crises that condition the traditional references and practices of individual and collective life. The issue of loneliness underlies this problematization insofar as it is, largely, a reflection on the subjective experiences inherent to the constraints of real life and the personal self-enclosures they induce. The deep crises of the present time thus end up providing a scenario and a stage conducive to the individual and collective exacerbation of the phenomenon of loneliness, however it is important to verify whether there is a deterministic cause-effect relationship here or a simple trend relationship eventually with retroactive effects. The conceptual analysis is privileged as a methodology, supporting an empirical approach in which the collection and processing of primary data collected through surveys applied to a significant sample of the population is promoted.

Keywords: Pandemic constraints, liberation horizon. [ID 175]

Influencia social y habilidades emprendedoras, factores para emprender

Amparo Guadalupe **Casablanca-Peña**

Universidad de Sevilla, ampacaspen@alum.us.es

Nélson Manuel da Silva de **Matos**

ESGHT, University of Algarve and CinTurs, nmmatos@ualg.pt

Jorge Alberto **Mariño-Romero**

Universidad de Extremadura, jorgemarino@unex.es

Este trabajo pretende analizar el emprendimiento desde el punto de vista de la puesta en marcha de proyectos empresariales y como se ven influidos por las habilidades emprendedoras y por la sociedad en general. Para ello se lleva a cabo una investigación de carácter cuantitativa a través del uso de un cuestionario autoadministrado para la recogida de datos. Se han realizado un total de 260 encuestas a alumnos de una plataforma de formación online en gestión y habilidades empresariales. Esta investigación trata de aportar ideas con base empírica para contribuir a diseñar iniciativas sostenibles que impulsen la intención emprendedora, aun así, los resultados muestran que los estudios existentes tienen un impacto limitado y este tema produce un vacío de investigación que debe ser llenado por futuros investigadores.

Palabras clave: Emprendimiento, e-Learning, encuesta, habilidades emprendedoras. [ID 388]

Caracterización del turista gastronómico en la ciudad de Granada (España)

Lucía **Castaño-Prieto**

University of Córdoba, lcastano@uco.es

José **Valverde-Roda**

University of Córdoba, jvalverde@uco.es

Miguel Ángel **Solano-Sánchez**

Universidad de Granada, msolano@ugr.es

José Enrique **Ramos-Ruíz**

University of Córdoba, d22raruj@uco.es

La gastronomía está adquiriendo un papel cada vez más importante dado el interés de los viajeros por conocer la cultura de los lugares que visitan a través de su gastronomía. Dicha importancia se ve reflejada en su influencia sobre los mismos a la hora de decantarse por el destino a visitar. En este contexto, este estudio se enfoca en la caracterización de los diferentes tipos de turistas, así como en el análisis de su interés por la gastronomía de la ciudad de Granada. En este sentido, debemos destacar que la capital granadina cuenta con dos inscripciones Patrimonio Mundial de la Humanidad, lo que certifica la riqueza cultural de la ciudad. Para poder llevar a cabo el estudio se obtuvieron 1.612 encuestas válidas. Estas fueron cumplimentadas por los visitantes a la ciudad en diferentes establecimientos de la zona y tras haber experimentado la cultura gastronómica de la misma. Los resultados obtenidos permiten diferenciar tres tipos de turistas en función de su interés por la gastronomía y su influencia en la elección del destino: supervivientes, disfrutadores y experimentadores. Asimismo, se identificaron las características de cada grupo, su percepción y valoración de la gastronomía local, destacando la inexistencia de relación entre el gasto medio diario realizado por los visitantes y su interés por la gastronomía. Por tanto, los datos y conclusiones obtenidas en esta investigación serán esenciales para que los stakeholders del destino puedan configurar una oferta de productos adaptada a la demanda del destino.

Palabras clave: Caracterización turista gastronómico, Granada. [ID 78]

Cobertura de los riesgos climáticos en los mercados de futuros para empresas turísticas

Enrique **Castellanos**

Universidad de Málaga, kique.castellanos@gmail.com

David **Alaminos**

Universitat de Barcelona, alaminos@ub.edu

Manuel Á. **Fernández-Gámez**

Universidad de Málaga, mangel@uma.es

El principal objetivo de investigación es determinar el riesgo del negocio de la industria hotelera en España respecto al clima y proponer su cobertura con productos derivados. Este estudio tiene una alta importancia académica y profesional por varios motivos. En primer lugar, porque España es un país con un gran peso del sector turístico en su economía. En segundo lugar, porque España es una región muy afectada por el cambio climático. No sólo ha habido un aumento de la temperatura media en las últimas décadas sino también un aumento de eventos climatológicos que afectan directamente al sector turístico. Y, en tercer lugar, por la inexistencia de un mercado español de productos derivados sobre la temperatura. Este tipo de productos no tienen subyacente, y por tanto no pueden existir *market makers* que creen la liquidez del producto, tal y como se hace en los derivados financieros. Es, por tanto, un producto en el que la creación de precio debe realizarse por la confluencia de diferentes intervinientes del mercado con diferentes intereses. La industria turística tiene intereses encontrados en cuanto a temperatura, y por esta razón son los agentes idóneos para crear el precio del producto. El problema es que las empresas turísticas no utilizan estos productos porque no saben cómo hacerlo. En consecuencia, el presente proyecto de investigación pretende aportar nuevos conocimientos para dotar a la industria turística española de cuál es su ratio de cobertura sobre el riesgo climático y sobre las estrategias para la protección de dicho riesgo.

Palabras clave: Cobertura, riesgos climáticos, mercado de futuros, empresas turísticas. [ID 501]

Mapping the alliance portfolio and the alliance network literature: a bibliometric analysis

Marco **Castiglioni**

University of Seville, mcastiglioni@us.es

Mar **Cobeña**

University of Seville, mmcobena@gmail.com

María A. **Agustí-Pérez**

University of Seville, magusti@us.es

Francisco José **Acedo-González**

University of Seville, fjacedo@us.es

The literature on alliance portfolio and alliance network has developed enormously since the 90s of the last century thanks to the introduction of the network perspective. The use of the network perspective marks a turning point and an evident change with respect to the classical literature on inter-company relations, since relational elements are introduced in the analysis that accompany the economic elements. Due to the progress achieved to date, this study aims to map these research fields based on a systematic analysis of 757 scientific articles published in refereed scientific journals from 1992 to 2020. Thanks to the use of three different citation analysis methods – bibliographic coupling, co-citation and keywords –, the paper allows for the identification of some of the most influential articles, journals and authors in the field, revealing collaboration networks and clusters of contributions to the literature. The results also show how the literature on the alliance portfolio derives from and is influenced by the literature on the alliance network and how these two areas of knowledge have been developed around key concepts and concepts, which allows defining subcategories within each area of knowledge. This type of analysis is important to enhance our understanding of the intellectual structure of the field and can be used to support the identification of new lines for future research.

Keywords: Alliance Portfolio; Alliance Network, Bibliometric analysis; Literature review. [ID 411]

Internationalization strategies in the airline industry: a study on the regionalization hypothesis A proposal for a new internationalization index: the Globality index

Marco **Castiglioni**

Universidad de Sevilla, mcastiglioni@us.es

Jennifer **Medina Zamora**

Universidad de Sevilla, jmzamora@us.es

Ignacio **Castro Abancéns**

Universidad de Sevilla, icaastro@us.es

José Luis **Galán González**

Universidad de Sevilla, jlgalan@us.es

The international business literature has proposed different indices to measure the level of internationalization of companies. Each of these indices has focused on one or several aspects of the internationalization phenomenon. However, there are no indices that measure the level of globality that a company has. Globality is a status that international companies can achieve. In this paper, we propose a new measure, the globality index to measure the level of globality that a company has. This index uses three characteristics of internationalization that, combined with each other, determine the degree of globality of a company: the international composition of a company's sales; the international distribution of a company's sales and the international scope of a company. The inclusion of these characteristics attempts to combine the main theoretical approaches that have been used in the literature to create internationalization indices. The index we propose is theoretically and empirically compared to some of the most widely used measures of firm internationalization. Like all indexes, the globality index has a series of limitations but lower than those of other indices, in addition the benefits that our index presents far exceed its limitations. The creation of this index aims to help research on international business since determining the level of globalization of a company can facilitate empirical research that tests hypotheses regarding drivers and/or consequences of firm internationalization. All measures that we present and compare in this article are tested on a sample of large firms belonging to the airline industry.

Keywords: Firm internationalization, International diversification, international scope, Globality index. [ID 417]

A proposal for a new internationalization index: the Globality index

Marco Castiglioni

Universidad de Sevilla, mcastiglioni@us.es

Jennifer Medina Zamora

Universidad de Sevilla, jnzamora@us.es

Ignacio Castro Abancéns

Universidad de Sevilla, icaastro@us.es

José Luis Galán González

Universidad de Sevilla, jlgalan@us.es

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Keywords: Firm internationalization, International diversification, international scope, Globality index. [ID 417]

Digital storytelling experiences promoted by the official websites of Peru

Alexandra Castillo

Instituto Politécnico de Viseu, xanacastillo98@hotmail.com

Carla Silva

Instituto Politécnico de Viseu, csilva@estgv.ipv.pt

Cláudia Seabra

Universidade de Coimbra, cseabra@uc.pt

Susana Fonseca

Instituto Politécnico de Viseu, susanafonseca@esev.ipv.pt

Stories, myths, legends and folk tales are part of human identity, which tend to spread good sensations to those who listen. Applied to tourism, storytelling is a tool with a crucial creative power, consisting of the simple act of telling stories about a place, a people, a heritage, among others. In fact, tourism is based on imaginary and stories, making people travel even before the real travel and linking them to the destination. Thus, storytelling is a tool which contributes to further enhancing the tourist product making tourist resources more attractive. Tourists seek experiences that help them to identify with local cultures and traditions creating value, rich and memorable experiences, leading to co-creation when visiting a tourist destination. And nowadays, experiences are increasingly dominated by new technologies, giving the consumer a new sense of power, having a central role in the co-creation of their own experiences. In this way, tourist destinations reinforce the official websites for tourism promotion making an official source of information for tourists and aiming to create a connection between the tourist and the destination, even before the visit.

Within this context, and based on a content analysis, the present study aims to analyze the pre-tourist storytelling experiences in Peru promoted by the digital information of the official websites.

The main findings point to sensorial, cultural and traditional-based storytelling experiences which reinforces Peru's attractiveness as a destination rich in stories, sensations and culture. The study also presents the implications, its limitations and points out directions for future research.

Keywords - Digital storytelling, Peru, tourism experience, official websites. [ID 489]

Mulheres na tecnologia: As nuances de um ambiente eminentemente masculino

Beatriz **Castro**

Universidade Federal de Santa Maria beatriz_gustmann@hotmail.com

Vânia Medianeira Flores **Costa**

Universidade Federal de Santa Maria, vania.costa@ufsm.br

Luis Felipe Dias **Lopes**

Universidade Federal de Santa Maria asil, lflopes67@yahoo.com.br

É notório a existência da baixa participação feminina no mercado de trabalho na área de tecnologia, visto que a literatura já aponta indicativos atinentes às causas dessa reduzida inserção feminina. A partir disso, buscou-se investigar a presença feminina na área da tecnologia, avaliando as principais dificuldades e os preconceitos enfrentados pelas profissionais de tecnologia relativo à sua valorização no mercado da tecnologia, um campo de trabalho eminentemente masculino. Para tanto, desenvolveu-se uma pesquisa exploratória de abordagem qualitativa, com 14 mulheres vinculadas a empresas de tecnologia localizadas na região Sul do Brasil. Os dados da pesquisa foram coletados por meio de entrevistas semiestruturadas e analisadas com base na técnica de análise de conteúdo. No que tange aos resultados da pesquisa, observou-se a baixa representatividade feminina no ambiente tecnológico, acrescido da hostilidade, ausência de credibilidade da competência técnica. Constatou-se, dificuldades de ascensão profissional, rejeições pelo gênero feminino, e distinções sociológicas, referente ao papel social do predeterminado.

Palavras-chave: Mulheres, tecnologia, mercado de trabalho. [ID 117]

Responsabilidade social corporativa: a ação de uma empresa mínero-metalúrgica

Nayane de **Castro**

Universidade Federal de Minas Gerais, nayanedecastro@ufmg.br

Marlusa **Gosling**

Universidade Federal de Minas Gerais, marlusa@ufmg.br

A responsabilidade social corporativa consiste em compreender e responder a uma nova demanda da sociedade. As empresas que assumem uma perspectiva ética e socialmente responsável melhoram a sua reputação e ganham o respeito das comunidades. Sendo assim, este estudo visou avaliar quais fatores de responsabilidade social corporativa influenciam a percepção de imagem de uma empresa. O objeto de estudo foi uma organização do ramo mínero-metalúrgico. Foi feita uma pesquisa do tipo survey, com questionário estruturado a partir de afirmações do tipo Likert, para avaliar como a comunidade percebe a organização do ponto de vista da responsabilidade social corporativa, assim como qual a percepção de imagem sobre essa organização e qual a relação existente entre a percepção de responsabilidade social corporativa e imagem da empresa. Essas análises foram feitas a partir de métodos estatísticos através dos softwares SPSS e SmartPLS. Os resultados demonstraram que os construtos funcionários, governo, meio ambiente, gerações futuras e organizações não governamentais devem receber atenção dos responsáveis pela responsabilidade social da empresa, quando a mesma estiver planejando suas ações e estratégias de busca pela imagem positiva.

Palavras-chave: Responsabilidade social corporativa, Imagem corporativa, Reputação corporativa. [ID 136]

La insolvencia empresarial en los restaurantes independientes españoles

María Amparo **Centeno-Carballido**
Universidad de La Coruña, amparo.centeno@udc.es

Rubén **Lado-Sestayo**
Universidad de Santiago de Compostela, ruben.lado.sestayo@usc.es

Milagros **Vivel-Búa**
Universidad de Santiago de Compostela, mila.vivel@usc.es

Andrea **Martínez-Salgueiro**
Universidad de Santiago de Compostela, andrea.martinez.salgueiro@usc.es

La pandemia generada por el virus SARS-CoV – 19 ha tenido un notable impacto en el sector turístico español, influyendo negativamente en variables tales como el volumen de facturación, el número de empresas activas y el número de trabajadores, entre otros. Considerando el sector empresarial vinculado al turismo, debe destacarse el importante impacto que tuvo esta situación sobre la hostelería. Ello es debido, al menos en una parte importante, a su dependencia del consumo interno. La restauración representa el porcentaje más importante de la hostelería española. De acuerdo con el Anuario de Hostelería (2022) español, el 88.3% de los locales de hostelería en España pertenecen a este subsector, mientras que tan sólo el 11.7% son negocios de alojamientos. En este contexto, este trabajo evalúa las variables que explican las situaciones de insolvencia empresarial en restaurantes independientes españoles, con el objeto de contribuir a poder anticipar y gestionar convenientemente este tipo de situaciones. La evidencia encontrada denota que existe un conjunto amplio de variables con incidencia significativa en la probabilidad de insolvencia empresarial, y que éstas se refieren a tanto a características propias del restaurante como del punto turístico donde éste se ubica.

Palabras clave: Insolvencia empresarial, restaurantes independientes. [ID 453]

Study of the Thermae and Longevity Region: evaluation of the regional product

Pedro de Alcântara Bittencourt **César**
Universidade de Caxias do Sul, pabcesar@ucs.br

The region of the Thermae and Longevity Route, defined by the Government of the State of Rio Grande do Sul as specific governance, is studied. In the survey, it expands to a larger geographic area bordering the five original forming municipalities. This composition is made of small municipalities in the *Serra (Gaucha)* macro-region. Among them, the grape production and, occasionally, the formation of wineries, as well as the tourist activity, although of little national prominence, stand out. The objective is to understand the current position of the respective region and evaluate its possibility as a regional tourist product. Initially, the research is configured by a theoretical contribution in the epistemological field of Regional Development. There is still an overview in general lines of plans and programs adopted by the Federal Government of Brazil, which marked this path, regarding the implementation of regional tourism. The exploratory research uses as a methodological procedure the collection of official data from the Ministry of Tourism (MTur), tourist information available on the internet, cartographic studies and local direct observation. These information help to understand their hierarchical values both by the Brazilian Tourism Map and by the Theory of Tourist Space. With this, an understanding of their regional construction is made, identifying opportunities and necessary points to overcome in order to define an ideal scenario in the formation of regional wine tourism products. It is expected, with such an approach, to contribute to the understanding of the opportunities of qualifying this region as a regional tourist product at national level.

Keywords: Tourist Planning, regional development, regional tourism, *Termas* and *Longevidade* (Thermae and Longevity) Route – Brazil. [ID 62]

Gramado: study of the relations of appropriation and its contradictions in its central tourist area

Pedro de Alcântara Bittencourt **César**
Universidade de Caxias do Sul, pabcesar@ucs.br

Michele Pinheiro **Trentin**
micheptrentin@yahoo.com.br

Franciele **Berti**
francieleberti@hotmail.com

The present study looks to understand the existence of appropriation of the central tourist area of Gramado, in Rio Grande do Sul, by the residents who frequently use it as a workplace. According to this proposal, a methodological strategy composed of three moments was proposed: (a) observation; (b) street polling; (c) interview. First, the existence of two functional parallel cities was identified. One that the residents use as daily life and another common of tourists' practices. However, in the second approach, it appears that the interviewees do not perceive the existence of a tourist city to the detriment of their own. This position contradicts the identification of spatial appropriations of leisure of the residents of Gramado, observed in the first moment. The field research ends with the interview of 146 workers from the tourism enterprises located in the area in question. The contradiction between the city's appropriation discourse and the leisure practice of these residents points to the recognition of an alienation process. This is presented and discussed at the end of this article.

Keywords: Gramado, alienation, recreation space, social space, tourist urbanization. [ID 272]

Uma Análise do Arouca Geoparque e dos seus visitantes na perspetiva dos stakeholders

Nair **Chaves**
Polytechnic Institute of Viseu, nairbalulachaves@gmail.com

Suzanne **Amaro**
Polytechnic Institute of Viseu, samaro@estgv.ipv.pt

Cristina **Barroco**
Polytechnic Institute of Viseu, cbarroco@estgv.ipv.pt

Este trabalho tem como objetivo analisar os geoparques e os seus visitantes, através da visão dos *stakeholders*, tendo sido escolhido o Arouca Geopark, um geoparque com um património geológico de excepcional importância, reconhecido como tal pela Rede Europeia e Rede Global de Geoparques e a UNESCO. Para isso, foram realizadas seis entrevistas a *stakeholders* que atuam no território do Arouca Geopark, de diferentes áreas ligadas ao turismo. Os resultados demonstram que possuem um excelente conhecimento da essência do geoturismo e dos visitantes à região, o que será, certamente, um dos fatores que contribuem para o sucesso e do Arouca Geopark. É, ainda, reforçada a importância da classificação de parque Mundial da UNESCO. Este estudo vem contribuir para um melhor conhecimento sobre a temática dos Geoparques e Geoturismo, na perspectiva dos *stakeholders*, sendo relevante para uma melhor gestão e promoção turística de Geoparques nacionais e mundiais.

Palavras-chave: Arouca Geoparque, geoturismo, geosítios, stakeholders [ID 310]

Sports sponsorship and brand equity of brands sponsoring sports material of Brazilian soccer clubs

Juliana Maria Magalhaes **Christino**
Universidade Federal de Minas Gerais, julianam.prof@gmail.com

Sandra Regina Pereira **Alves**
Universidade Federal de Minas Gerais, sandra.rpa@gmail.com

Plinio Rafael Reis **Monteiro**
Universidade Federal de Minas Gerais, preisufmg@gmail.com

Cintia Loss **Pinto**
Universidade Federal de Juiz de Fora, cintialoosp@gmail.com

Frederico Leocadio **Ferreira**
CEPEAD/Universidade Federal de Minas Gerais, fredericoleocadio@gmail.com

This article evaluates the relationship between sports sponsorship as a potential driver of brand equity of brands sponsoring sports material of the major Brazilian soccer teams. A survey was applied with fans of the 22 major soccer teams of the CBF national clubs, totaling 545 valid questionnaires. Data were analyzed using structural equation modeling. Congruence between team and sponsor impacts the perception of brand image improvement after a sponsorship activity, the supporter's involvement with the team can lead to greater consumer engagement with the sponsor's brand, and an improvement in the brand image can imply in higher brand equity.

Keywords: brand, sports sponsorship, brand equity, sporting goods. [ID 198]

La superación de la estacionalidad en un destino litoral a través del turismo social

José David **Cisneros-Martínez**
Universidad de Málaga, davidcisneros@uma.es

Antonio **Fernández-Morales**
Universidad de Málaga, afdez@uma.es

Scott **McCabe**
The University of Nottingham, Scott.McCabe@nottingham.ac.uk

Los destinos litorales de turismo de sol y playa suelen estar afectados por la estacionalidad de la demanda turística. Estos destinos están interesados en identificar a turistas menos estacionales que permitan el mantenimiento del empleo y de la actividad turística durante todo el año. La metodología propuesta en este estudio contiene una combinación de descomposiciones del índice de Gini que permiten identificar a los segmentos de demanda que contribuyen a reducir la estacionalidad en un destino turístico, y conocer si estas contribuciones son debidas al efecto de la concentración de cada segmento de demanda o al efecto de su participación en la demanda total. De acuerdo a los informes que elabora el Instituto de Mayores y Servicios Sociales de España (IMSERSO), los viajes que este instituto organiza para personas de la tercera edad contribuyen a la reducción de la estacionalidad en los destinos en los que tienen lugar. El objetivo principal de este trabajo es verificar si esta afirmación puede sustentarse a través de un análisis cuantitativo que lo muestre. El destino turístico analizado en este estudio ha sido Benidorm porque es el municipio que más viajeros del IMSERSO recibe desde el inicio de este programa de turismo social en 1985. Con los resultados obtenidos se cuantifica y se confirma el verdadero efecto desestacionalizador de los viajes del IMSERSO a nivel local. Gracias a los viajes IMSERSO y a los viajeros procedentes de Reino Unido, Benidorm ha conseguido superar la estacionalidad con altos grados de ocupación durante todo el año.

Palabras-clave: Economía aplicada, estacionalidad, índice de Gini, turismo social, IMSERSO. [ID 27]

Overtourism: perception and impact on residents in the city of Malaga (Spain)

Mar Cobeña

University of Seville, mmcobena@gmail.com

María Ángeles Oviedo-García

University of Seville, maoviedo@us.es

Mario Castellanos-Verdugo

University of Seville, mario@us.es

Ana Cantos-Gálvez

University of Seville, anacangal3@alum.us.es

Tourism has positive effects on the destination economy. However, unless it were a planned and sustainable industry, it may also affect detrimentally on the environment. Tourism's prejudicial effects may be as notorious as to cause the lack of destination authenticity, one aspect of the overtourism. Overtourism impacts the residents' living standards and the tourist experience perception. Therefore, the local population may create a feeling of tourism rejection – which may end in tourismphobia - and the tourist can avoid going to the destination. Therefore, as a starting point, it is essential to know the residents' perceptions of tourism taking place in the same environment as their daily life. This paper analyzes the residents' perceptions of a tourist destination (Málaga, Costa del Sol, Spain) about overtourism according to the Irridex scale. The sample size is 150 residents in the city of Malaga. Using a contingent analysis, we analyze whether there are significant differences in the perception of overtourism based on the resident's sociodemographic profile. Results show that the tourist saturation of the destination impacts negatively on the perception of the residents' living standards. In addition, residents relate the destination overtourism with the generation of noise, dirt, or bad smell in the historic center.

Keywords: Overcrowding, overtourism, sustainable tourism, Malaga, historical center. [ID 323]

Influencers' credibility and parasocial relationships in the purchase intention on Instagram

Mar Cobeña

University of Seville, mmcobena@gmail.com

Manuela Vega-Vázquez

University of Seville, mvega@us.es

Andrea Azogue-Díaz

University of Seville, andazodia@alum.us.es

The social network Instagram is a relevant marketing tool. Companies recruit influencers to promote their products and services because they manage to influence Instagram users' decisions. Both credibility and parasocial relationships are some of the factors that influence users' purchase intentions. This paper aims to analyze the influence of influencer credibility and parasocial relationships on the purchase intention of Instagram users. Firstly, the authors conducted an online survey regarding the influencer's credibility, the parasocial interaction with them, and the purchase intentions of Instagram users. Secondly, we analyze the most relevant items for users in each variable. We also study the relationship between them through correlation analysis. The main conclusions obtained from the study are the following. Influencers have more impact on women between 18 and 34 years old. The most outstanding items of the influencer's credibility are the content update, experience, efficiency, and reliability. The most relevant parasocial interaction item between users and influencers are identification, similarities, sharing the same feelings, and the desire to have a friendly conversation with them. In the purchase intention, users are willing to buy the products used by the influencer. Moreover, both the influencer's credibility and the parasocial interactions impact the purchase intention of Instagram users. Finally, influencer credibility is the variable that most influences the purchase decision of users.

Keywords: Social networks, Instagram, Influencer, credibility, parasocial relationships, purchase intention. [ID 319]

Turismo criativo e o carnaval de blocos de rua de Caxias do Sul-Brasil

Jacqueline Maria **Corá**
Universidade de Caxias do Sul, jmcora@ucs.br

Pedro Alcântara Bittencourt **César**
Universidade de Caxias do Sul, pabcesar@ucs.br

Estudos demonstram que a criatividade e a cultura são importantes recursos capazes de gerar valor simbólico e econômico para as localidades. A economia criativa se encaixa nessa abordagem e como atividade correlacionada, tem-se o turismo criativo. O carnaval, como festa cultural, interliga a economia criativa e o turismo. O turismo criativo implica em ampliar a experiência do turista para uma relação de co-participante do processo criativo. Assim, este estudo objetiva verificar se o carnaval de blocos de rua de Caxias do Sul-RS (Brasil), pode ser classificado como turismo criativo e, neste caso, de que tipo, segundo a classificação de Greg Richards. Além disso, busca estabelecer uma relação desse evento cultural com o modelo dos círculos concêntricos de Throsby. Como procedimento metodológico, realizou-se um estudo de natureza qualitativa-exploratória, por meio de técnicas de observação e de entrevistas com agentes locais, referências em relação ao objeto do estudo. Foi possível verificar que o carnaval de blocos de rua de Caxias do Sul pode ser entendido como turismo criativo, sendo que existem evidências para classificar o Bloco da Velha como Turismo Criativo 1.0 e o Bloco da Ovelha como Turismo Criativo 4.0. Quanto as relações com o modelo dos círculos concêntricos, verifica-se que no Bloco da Ovelha o núcleo das expressões culturais principais é mais consistente e identificado ao núcleo das atividades criativas desenvolvidas pelos participantes que se identificam com a proposta do Bloco.

Palavras-chave: economia criativa, turismo criativo, modelo dos círculos concêntricos, Carnaval de Blocos de Rua. [ID 527]

Innovative management of tourism: Talent of local population

Maria **Cordente-Rodriguez**
University of Castilla-La Mancha, maria.cordente@uclm.es

Jose-Maria **Valero Garcia**
University of Castilla-La Mancha, josemaria.valero@uclm.es

Juan-Jose **Villanueva Alvaro**
University of Castilla-La Mancha, juanjose.villanueva@uclm.es

Juan-Antonio **Mondejar Jimenez**
University of Castilla-La Mancha, juanantonio.mondejar@uclm.es

The local population plays a very important role in the tourist destination experience and therefore this agent cannot be out of the process of tourism planning. For that, it is necessary to know their attitude and expectations.

In this paper, the perception of tourist activity from residents in a World Heritage City is analyzed. This paper is focused on the economic, social and environmental effects, both positive and negative, from the tourist activity. But this paper also analyzes other interesting variables from the point of view of residents such as the link with the place of residence and participation in tourist development in their city.

This study is part of an ongoing research, which is currently in the phase of analysis of the data collected. The results are focused on obtaining recommendations for tourist destination managers to get satisfaction for all the stakeholders.

Keywords: Innovative management, talent of local population, tourism perception, link-up. [ID 184]

Urban landscape and impacts on tourists' perceptions: the case of the Historic Centre of Guimarães, a UNESCO World Heritage Site

Alexandra I. **Correia**

Instituto Politécnico de Viana do Castelo, correia@estg.ipvc.pt

Olga **Matos**

Instituto Politécnico de Viana do Castelo, omatos@estg.ipvc.pt

Flora **Seixeira**

Instituto Politécnico de Viana do Castelo, fmatos@estg.ipvc.pt

Helena **Morgado**

Instituto Politécnico de Viana do Castelo, helena.morgado@outlook.com

Raquel **Cunha**

Instituto Politécnico de Viana do Castelo, cunhamraquel@hotmail.com

The landscape is currently considered a fundamental heritage element and one of the essential tourist resources. The landscape is essential for territorial quality while being a perceptible indicator of balance or harmony between physical and human factors that act on a territory. On the one hand, territorial quality is an important factor in the decision-making and choice of a destination; on the other hand, a perceived lack of quality decreases the attractiveness and competitiveness of destinations.

The urban landscape, composed of tangible and intangible, material, and immaterial elements, is a complex living reality with cultural and heritage resources that contributes to the enhancement of cities' image and attractiveness. The city's visual diversity may be an attraction factor for residents and tourists. Thus, cities and tourism may interact in a symbiotic way, influencing tourists' experiences and perceptions. Based on 384 questionnaires applied to tourists in the Historic Centre of Guimarães, classified as a World Heritage by UNESCO, and on specific indicators, this study aims to analyse tourists' perceptions of the urban landscape. The interview-based questionnaires were applied locally. The results show that, in an absolute convergence, tourists perceive the urban landscape of Guimarães positively and that its classification as World Heritage is one of the main reasons for visiting the city.

Keywords: Urban landscape, tourism, perceptions, tourists. [ID 85]

O turismo urbano numa cidade de média dimensão. O caso de Viseu (Portugal)

João Pedro **Costa**

Instituto Politécnico de Viseu, jpcosta@estgv.ipv.pt

Joaquim Gonçalves **Antunes**

Instituto Politécnico de Viseu, jantunes@estgv.ipv.pt

Numa fase de crescimento do turismo urbano nas cidades de média dimensão, esta investigação caracteriza os turistas e a viagem daqueles que visitam o Museu Nacional Grão Vasco (MNGV), na cidade de Viseu, como parte de um estudo mais alargado centrado neste museu. A cidade, que se encontra num nó viário de importante ligação entre a fronteira, o litoral e o interior norte do país, é possuidora de um centro histórico de reconhecida relevância que se encontra num processo de requalificação. É, portanto, este contexto que motiva a investigação. Para o estudo empírico foi realizado um inquérito aos visitantes do museu que fossem simultaneamente visitantes na cidade e que não se encontrassem em viagens de grupo organizadas, numa amostra com um total de 364 inquiridos. Com os dados obtidos caracterizou-se a amostra e a viagem dos inquiridos e avaliou-se a sua opinião no que diz respeito a um conjunto de características que a cidade tem para oferecer.

Palavras-chave: Cultura, turismo urbano, turismo cultural, satisfação, Viseu, Museu Nacional Grão Vasco. [ID 161]

The pivotal factors for the success of rural tourism activities in islands

Gualter Couto

Universidade dos Açores and CEEAplA, gualter.mm.couto@uac.pt

Rui Alexandre Castanho

Faculty of Applied Sciences and WSB University, acastanho@wsb.edu.pl

Pedro Pimentel

Universidade dos Açores and CEEAplA, pedro.ms.pimentel@uac.pt

Áurea Sousa

Universidade dos Açores and CEEAplA, aurea.st.sousa@uac.pt

Maria Camara Batista

Universidade dos Açores and CEEAplA, maria.gc.batista@uac.pt

As is the case of rural tourism, among other tourism typologies, it has an even more significant function in promoting regional development and sustainability. Contextually, this article explores the factors involved in rural tourism activities as well as the regional strategies that should be carried out in this typology to achieve its success. In this regard, through a case study research method, it was possible to disclose some of those factors that should be considered in ultra-peripheral territories. Thereby, the factors considered critical for the success and regional sustainability considered in this study, the most valued by the entrepreneurs who participated in this research are the following: (i) Protection and Conservation of nature; (ii) Greater commitment and political transparency, (iii) Strengthening the Economy, (iv) Strengthening the Regional Territorial Strategy and (v) Marketing and Advertising.

Keywords: Azores, regional planning, regional strategies, rural tourism, sustainable tourism. [ID 42]

Gestão de pessoas, mercado de trabalho e relações de trabalho: similaridades e distinções em empresa internacionalizada

Marcus Vinicius Gonçalves da Cruz

Fundação João Pinheiro, marcus.cruz@fjp.mg.gov.br

Amyra Moyzes Sarsur

Fundação João Pinheiro, amyra.sarsur@fjp.mg.gov.br

Wilson Aparecido da Costa Amorim

Universidade de São Paulo, wamorim@usp.br

O artigo analisa as diferentes configurações de gestão de pessoas (HRM) em organização de recente internacionalização e como esta interpreta as dinâmicas do mercado e relações de trabalho em contextos distintos. Realizou-se pesquisa qualitativa com levantamento de campo por meio de entrevista em profundidade com gestores de pessoas em organização de origem familiar brasileira de grande porte operando na América do Sul. Os achados indicam distinções nas práticas de gestão de pessoas nas plantas fabris dependendo de sua localização, não obstante as similaridades das práticas de HRM disseminadas em um mesmo país. Verificou-se uma HRM em transição para o nível estratégico no caso do Brasil, e ainda subsidiário da noção tradicional de HRM nos outros países latino-americanos. O mercado de trabalho é monitorado e as relações de trabalho são adaptadas para cada país de atuação. O contexto pandêmico trouxe mudanças estruturais como o teletrabalho, ajuste à legislação e organização do trabalho; e comportamentais incluindo cuidados com a saúde dos trabalhadores. O estudo contribui teoricamente ao discutir a HRM sob uma abordagem transnacional; metodologicamente propicia pesquisas comparativas; e empiricamente ilustra dinâmicas da HRM de empresa familiar de recente internacionalização em distintas regiões do continente sul-americano.

Palavras-chave: Mercado de trabalho, relações de trabalho, recursos humanos, empresa multinacional, Brasil, América do Sul. [ID 425]

The tourist (pre) experience promoted by dark tourism destinations

Margarida Cunha

Instituto Politécnico de Viseu, margarida_almeida98@hotmail.com

Carla Silva

Instituto Politécnico de Viseu, csilva@estgv.ipv.pt

Susana Fonseca

Instituto Politécnico de Viseu, susanafonseca@esev.ipv.pt

Dark Tourism is understood as the type of tourism related to death, disasters, violence, suffering, and the macabre (Stone, 2006) and it is a type of tourism that dates to ancient times. Indeed, people have long been drawn to these types of places, known as dark places, which are present almost everywhere in the world (Sharpley, 2009; Sharpley & Stone, 2009). It is one of the most sought-after types of tourism today when it comes to living unique and authentic tourist experiences.

Despite this attractiveness and, consequently, a growing academic and scientific interest in the topic (Ilieve, 2020; Wang, Shen, Zheng, Wu & Cao, 2020), there are still few studies that relate Dark Tourism to the tourist experiences lived in Dark destinations (Martini & Buda, 2020) and almost none that focus specifically on the pre-experience promoted by these same destinations.

Thus, the present study aims, using a qualitative methodology, to analyze the dimensions of the tourist pre-experience officially promoted by dark tourist destinations, specifically Auschwitz, Bran Castle, Palermo Catacombs, Ground Zero and Robben Island, based on the model of five dimensions of experience presented by Schmitt (1999).

The results point to a multidimensional tourist pre-experience, according to the type of dark destinations analyzed. It can be observed that in these dark places, the most present dimension when we talk about the pre-experience obtained through the website is Sense, that is, the one that appeals to emotions. In more detail it can be seen that different feelings and emotions are triggered depending on the typology of the dark site being analyzed.

The paper also presents the implications of the findings, the study limitations and draws some lines for future research.

Keywords: Dark Tourism, tourism experience, dark destinations, content analysis. [ID 494]

Analysis and forecasting of passenger traffic at the airports of Faro and Goleniów

Maciej Czaplewski

University of Szczecin, maciej.czaplewski@usz.edu.pl

Rafał Klóska

University of Szczecin, rafal.kloska@usz.edu.pl

Adam Stecyk

University of Szczecin, adam.stecyk@usz.edu.pl

The purpose of the article is to present the essence of tourism and its role in socio-economic development, as well as a statistical analysis of the number of passengers served at the Faro and Goleniów airports. For the purposes of the conducted research, we used chain and single-element absolute increases and indicators of dynamics, average pace of changes and average absolute gain, as well as classic trend models (linear and non-linear), of which the best ones were used for forecasting for the current year with ex ante prediction errors. We analysed annual statistical data, so there was no need to eliminate seasonal fluctuations. In the years 2014-2019, we observed a clear growing trend in the number of passengers at both airports, and the forecasts of the number of passengers served at the indicated airports for 2022 are burdened with low errors resulting from the COVID-19 pandemic in the years 2020 and 2021, which had a destructive effect on the development of tourism in general, and particularly in the analysed regions of Portugal (Algarve) and Poland (Zachodniopomorskie Voivodeship).

Keywords: Air transport, airport, regional and local development, dynamics analysis, forecasting. [ID 284]

Aplicação de ferramentas da indústria 4.0 em empresas de pequeno e médio porte no setor turístico

Yoná da Silva **Dalonso**

University of the Region of Joinville, yona.dalonso@univille.br

José Adelir **Wolf**

Universidade do Planalto Catarinense, josewolf@uniplaclages.edu.br

Rodolfo Pedro Guimarães **Filho**

Universidade do Extremo Sul Catarinense, lpg@unesoc.net

Daniela Fantoni **Alvares**

Universidade dos Açores, daniela.f.alvares@uac.pt

Os Sistemas produtivos de muitas empresas de pequeno e médio porte possuem um funcionamento muitas vezes estruturados em modelos e “*feeling*” dos proprietários ou fundadores, onde na maioria dos casos não tem acesso a informações ou suportes para implementação de ferramentas de gestão ou de inovação. Derivado do impulsionamento da Transformação Digital, as sistemáticas diferenciadas das usuais que normalmente são usadas por grandes empresas, desde a utilização de softwares de controle para pequenas e média empresas ou mesmo a utilização de planilhas em softwares como o Excel. A pesquisa baseia-se em demonstrar as ferramentas da indústria 4.0 e suas possibilidades dentro de empresas no segmento turístico e comparar os resultados na melhoria de processo, verificação de oportunidades ou identificação de perdas. Como metodologia, a pesquisa pautou-se numa pesquisa exploratória, onde as empresas participantes do estudo foram por meio de parceria com instituições de representação do segmento turístico, proporcionando uma abertura de diversos proponentes que venham a participar do estudo em questão. O presente estudo apresenta como principais resultados alargar a discussão acerca do tema, aproximando as discussões da indústria 4.0 ao segmento turístico.

Palavras-chave: Tourism, industry 4.0, technology. [ID 209]

Global trends in forest bath research: a bibliometric analysis

Angel **Denche-Zamorano**

University of Extremadura, andeza04@alumnos.unex.es

Jorge **Rojo-Ramos**

University of Extremadura, jorgerr@unex.es

José C. **Adsuar-Sala**

University of Extremadura, jadssal@unex.es

Alicia **Sanchez-Leal**

University of Extremadura, aly_3@hotmail.es

Vanessa **Miguel-Barrado**

University of Extremadura, vmiguel@unex.es

Forest bathing is a traditional practice that can reduce stress and improve health. The objectives of this study were: to know the state of the art on forest bathing; verify the exponential growth of scientific publications; identify the most prolific and relevant authors, journals, and countries; and analyze the most used keywords in the field of forest bathing. The set of publications on forest bathing found in the Web of Science Core Collection was analyzed, using as search vector: "forest bathing" or "shinrin yoku" or "shirin-yoku" or "forest therapy". Bibliometric laws were applied to analyze the state of development of science, the most important journals, authors, countries, and keywords on the subject. The 285 articles found were analyzed. It was found that there is an exponential growth in publications on forest bathing, with Japan and South Korea being the countries with the most publications. Yoshifumi, M. (Chiba University) was identified as the top author with 47 articles and 2,208 citations. The scientific mapping shown in this research will help the development of the object of study, facilitating relationships between researchers, locating the most relevant journals and articles, and identifying new trends.

Keywords: shinrin-yoku, forest therapy, nature therapy, health, tourism, tourism trends. [ID 370]

Reassessment of the influence of socio-demographic variables on hotel choice during Pandemic

Paulo **Duarte**

Universidade da Beira Interior, Covilhão – Portugal, pduarte@ubi.pt

Cristina **Estevão**

Universidade da Beira Interior, cristina.estevao@ubi.pt

Ana Maria **Campón-Cerro**

Universidade de Extremadura, amcampon@unex.es

Carlos **Costa**

Universidade de Aveiro, ccosta@ua.pt

Adília **Cabral**

Instituto Politécnico de Coimbra, adilia@esec.pt

The hospitality and travel sector has been one of the most affected sectors by Covid-19, which has resulted in a significant increase in the literature addressing the impact of the health crisis on tourism activities and tourists' perceptions and behaviours. Traditionally, socio-demographic variables have been instrumental in understanding consumers' needs and desires. However, during the pandemic, it has been unveiled that social and economic profiles have started to influence the way tourists take their decisions. Since studies on the changes in hotel choice during and after Covid-19 are still scarce, this article aims to assess the influence of socio-demographic variables on hotel choice based on data collected during the peak phase of the Covid-19 pandemic. A quantitative study was made by the use of an online questionnaire that reached an international sample of 1113 individuals. The ANOVA and the t-test analysis results point out that socio-demographic variables under study are responsible for several differences in the evaluation of hotels. These findings reinforce socio-demographic attributes' capability to understand customers' preferences and decision-making despite the context.

Keywords: Hotel choice, hotel management, socio-demographic, safety perception, hotel certification, hotel guests behaviour. [ID 499]

Compromiso de las empresas para mejorar la sostenibilidad y la competitividad en los destinos turísticos

José Luis **Durán-Román**

University of Jaén, jduran@ujaen.es

Juan Ignacio **Pulido-Fernández**

University of Jaén, jipulido@ujaen.es

Julia Margarita **Núñez-Tabales**

University of Cordoba, es2nutaj@uco.es

Francisco José **Rey-Carmona**

University of Cordoba, td1recaf@uco.es

Las administraciones públicas desempeñan, sin lugar a dudas, un papel fundamental en la gestión de los destinos en lo que se refiere a la provisión de determinados bienes y servicios, que son claves para garantizar la competitividad y sostenibilidad del destino. En las últimas décadas ha surgido un importante debate en torno al imparable aumento del gasto público en materia turística, exigiendo a los gobiernos, para mantener todas estas acciones, reflexionar sobre fuentes de financiación complementarias, incluyendo la posibilidad de considerar fórmulas de cooperación que permitan al menos reinvertir parte de los beneficios obtenidos por la industria turística.

El principal objetivo de este estudio es conocer la disposición a pagar de las empresas turísticas andaluzas en relación al establecimiento de impuestos y cuya recaudación permita obtener los fondos necesarios para financiar políticas destinadas a mejorar la competitividad y sostenibilidad del destino. Para lograr este objetivo se utilizarán técnicas estadísticas (regresión logística y árboles de decisión) para identificar qué variables influyen en la disposición a pagar de estas empresas turísticas. El estudio se realiza en Andalucía, una región eminentemente turística del sur de España, que recibió 32,4 millones de turistas en 2019. Para ello, se realizó un total de 916 encuestas a empresas turísticas ubicadas en esta región. Los resultados obtenidos destacan los factores que influyen en la disposición a pagar de las empresas turísticas -actividad desarrollada y facturación anual-, señalando además que los impuestos relacionados con la protección ambiental generan una mayor disposición a pagar por parte de las empresas turísticas.

Keywords: Fiscalidad turística, empresas turísticas, disposición a pagar, sostenibilidad, competitividad, destino turístico. [ID 63]

Gestão de mídias sociais para monitoramento de marcas e comunicação com clientes: estudo de caso em empresas públicas do estado de Minas Gerais, Brasil

Frederico Giffoni de Carvalho **Dutra**
Universidade FUMEC, fgcdutra@gmail.com

Fernanda Gomes **Almeida**
Universidade Federal de Minas Gerais, usernanda@gmail.com

Fábio **Corrêa**
Universidade FUMEC, fabiocontact@gmail.com

Jurema Suely de Araújo Nery Ribeiro
Universidade FUMEC, jurema.nery@gmail.com

Fabricio **Ziviani**
Fundação Dom Cabral FDC e Universidade do Estado de Minas Gerais,
contato@fabricioziviani.com.br

O objetivo deste estudo foi investigar de que forma empresas públicas do estado de Minas Gerais, Brasil se estruturam e fazem a gestão das mídias sociais com o intuito de monitorar marca e se comunicar com clientes. Quanto a abordagem ao problema, a pesquisa caracteriza-se como qualitativa e do ponto de vista do objetivo, descritiva e exploratória. Foi adotado o estudo de caso em duas organizações públicas prestadoras de serviço cujos perfis nas mídias sociais são utilizados para comunicação com os clientes. O instrumento para coleta de dados foi a entrevista estruturada, composta por 22 questões e aplicada aos responsáveis pelas atividades de gestão de mídias sociais. Como resultado, foi apresentada a estrutura de gestão das empresas, os principais recursos despendidos no processo, os formatos e tons de comunicação adotados, assim como métricas monitoradas e ferramentas contratadas. Constatou-se, entretanto, que falta investimento em capacitação por parte das empresas, além de haver grande interferência política nas áreas, o que compromete os processos e as atividades.

Palavras-chave: Monitoramento, mídia social, empresa pública, data analytics. [ID 382]

Valores humanos, qualidade de vida no trabalho e competências profissionais: proposição de modelo teórico integrativo e de agenda de pesquisa

Michelle Regina Santana **Dutra**
Universidade Federal de Minas Gerais, profa.michelledutra@gmail.com

Kely César Martins de **Paiva**
Universidade Federal de Minas Gerais, kelypaiva@face.ufmg.br

Diogo Henrique **Helal**
Universidade Federal de Pernambuco, diogohh@yahoo.com.br

Este ensaio tem como intuito fornecer uma visão geral das reflexões e suposições nas quais as teorias adotadas para compreensão de três fenômenos, a saber: valores humanos, qualidade de vida no trabalho e competências profissionais. Pretende-se explicitar como se baseiam, avançam, impulsionam e se tangenciam para finalizar com a proposição de um modelo teórico integrativo e, daí, uma agenda de pesquisa no campo do comportamento organizacional e da gestão de pessoas. Aspectos metodológicos estão incluídos nas perspectivas de pesquisas, bem como contextos peculiares e públicos-alvo.

Palavras-chaves: Valores humanos, Qualidade de vida no trabalho, Competências profissionais, Modelo integrativo. [ID 139]

Entre na taverna, role um dado e conheça. As contribuições dos jogos do tipo “*Role-Playing Game (RPG)*” na formação e desenvolvimento de competências profissionais: uma análise da percepção de jogadores discentes do curso de administração de uma universidade pública brasileira

Michelle Regina Santana **Dutra**

Universidade Federal de Mato Grosso, profa.michelledutra@gmail.com

Natália Massaroli **Belato**

Universidade Federal de Mato Grosso, nataliamassarolibelato09@gmail.com

Amélie Gabrielly **Viana**

Universidade Federal de Mato Grosso, amelie.ufmt@gmail.com

Kely César Martins de **Paiva**

Universidade Federal de Minas Gerais Brasi, kelypaiva@face.ufmg.br

Este estudo buscou analisar como os jogos do tipo ‘*Role-Playing Games (RPG)*’ contribuem para a formação e desenvolvimento das competências profissionais em discentes do curso de Administração de uma universidade pública brasileira, na percepção deles próprios como jogadores. Para o seu desenvolvimento, contou-se com a realização de uma pesquisa descritivo-qualitativa, nos moldes de um estudo de caso. O modelo teórico para análise das competências profissionais foi de Paiva & Melo (2008). Foram entrevistados cinco discentes do curso de Administração que jogam RPG e estudam na mesma instituição pública. As contribuições desta pesquisa salientam que a relação entre jogo e sociedade foi bem pautada pelos entrevistados como importante para o desenvolvimento das competências profissionais. Eles destacaram que o RPG facilita o desenvolvimento das competências profissionais em Administração e que a compreensão da estratégia em RPG pode beneficiar organizações de ensino, o trabalho etc., assim como treinamentos, formações e aprendizagens, focadamente em visão estratégica, trabalho em equipe e tomada de decisão, principalmente levando em consideração a dinâmica que os jogos oferecem.

Palavras-chave: Competências profissionais, administração, discentes, role-playing games. [ID 143]

Empirical insights into the environmentally sustainable attitude and responsible behavioral intention of Generation Z

Sarah **Eichelberger**

University of Innsbruck, sarah.eichelberger@uibk.ac.at

Birgit **Pikkemaat**

University of Innsbruck, birgit.pikkemaat@uibk.ac.at

Environmental tourism impacts are considered to be unbalanced, implying that negative effects outweigh the benefits that tourism brings. The implementation of environmental sustainability focuses on redressing this imbalance through environmentally responsible behavior. As the Generation Z is regarded to have a huge potential to adjust their behavior, this research explores their attitudes and behavioral intentions. Four focus group discussions with young people belonging to Generation Z show that their environmental attitude is triggered by social-pressure, by social media, as well as by the COVID-19 pandemic. For their behavioral intention they concentrate predominantly on climate-friendly travel and on-site mobility, waste avoidance as well as they consider economic and social responsibilities. By furthermore highlighting Generation Z’s attribution of responsibility to the supply and the demand side, as well as by illustrating the demand for framework conditions to be created from governments and destinations, the knowledge scope on environmental sustainability is expanded, as well as practical implications can be derived.

Keywords: Gen Z, environmentally responsible behavioral intention, environmental sustainability, focus groups, COVID-19, tourism mobility. [ID 286]

Felicidade no trabalho: Instrumento para diagnóstico em empresas de base tecnológica

Priscila Soares **Elpo**

Universidade do Estado de Santa Catarina, priscilaelpo@gmail.com

Dannyela da Cunha **Lemos**

Universidade do Estado de Santa Catarina, lemosda@gmail.com

O objetivo do estudo foi desenvolver um instrumento para diagnosticar a felicidade no trabalho em empresas de base tecnológica (EBTs). Para tanto foi realizada uma revisão sistemática de literatura sobre o tema para compreender o estado da arte e também identificar os possíveis instrumentos para diagnóstico da felicidade no trabalho. Após, foram realizadas entrevistas com 3 especialistas em gestão de pessoas e 11 colaboradores de EBT's para validação semântica do instrumento proposto. Identificou-se que a compreensão e operacionalização do conceito de felicidade no trabalho é bastante difusa, conforme mostra a literatura na área. Nesse sentido, buscou-se a sistematização dos principais instrumentos de mensuração/diagnóstico de felicidade no trabalho disponíveis. Como resultado final, o instrumento apresentado poderá ser adotado por EBTs para elaboração de seu próprio diagnóstico de felicidade no trabalho ou ser utilizado como referência por organizações de outros segmentos que desejam implementar ações no sentido de promover a felicidade no trabalho.

Palavras-chave: Felicidade no trabalho, empresa de base tecnológica, diagnóstico. [ID 355]

Management accounting in the hospitality industry: a systematic literature review

Jennifer Nicole **Elston**

Universidade do Algarve, jnelston@ualg.pt

This master thesis reviews the existing literature in the management accounting area concerning the use of the Uniform System of Accounts for the Lodging Industry (USALI) in the hospitality industry. The methodology used in this study is the systematic literature review, allowing the identification and discussion of a relevant number of studies in this domain. The systematic revision of the 20 academic papers in the final sample reveals that the discussion in this domain relates to the structure and use of the USALI, to the connection between this method and the responsibility accounting approach, to the procedures that hotels use to calculate profitability of their products and services, to the way that indirect costs are classified in the USALI and to the advantages and disadvantages associated to the use of the USALI. This systematic review of the literature concludes that there are research opportunities in this domain that may be of interest to both academics and practitioners.

The results of this study allow the identification of three research gaps that may impact both at academic and professional levels. In fact, the use of USALI in the hotels may benefit from new academic research to adjust the information provided by the system and to facilitate the decision-making process of managers in the hospitality industry.

Keywords: Management accounting, hospitality, USALI, costing systems, hotel industry, responsibility accounting. [ID 344]

Co-creation of a typical dish for territorial qualification of a slow city

Magnus Emmendoerfer

Universidade Federal de Viçosa, magnus@ufv.br

Thiago Chagas de Almeida

Universidade Federal de Viçosa, thiagoc-almeida@hotmail.com

Greg Richards

Breda University & University of Tilburg, G.W.Richards@uvt.nl

Lénia Marques

Erasmus University, marques@eshcc.eur.nl

This study describes the process of elaborating the first typical dish of a city certified internationally as slow city from the lens of the co-creation & co-production approach. It starts from the guiding principles of the slow movement that appreciation of the local cuisine through gatherings and slow food practices. The participant observation was the main method applied. As results, the involvement of different local agents in the process was verified, which has symbolic components that portray autochthonous elements of the cultural heritage of the studied slow city, as it has gradually become a gastronomic attraction for tourist development. It is concluded that the typical dish of a city can represent the rescue and requalification of popular knowledge, where the valorization of the gastronomic culture by the local power with participation can be a way to strengthen the territorial identity and to compose the tourist offer with attractiveness and sustainability.

Keywords: Co-creation, immaterial heritage, touristic development, public management, common good. [ID 135]

Influencia del género del presidente en la longevidad de la empresa

Maria Escribano-Navas

Universidad de Málaga, mescribano@uma.es

Germán Gemar

Universidad de Málaga, ggemar@uma.es

La Agenda 2030 para el Desarrollo Sostenible de las Naciones Unidas establece en su objetivo número cinco el logro de la igualdad de género y el empoderamiento de la mujer. Sin embargo, el porcentaje de mujeres presentes en los consejos de administración de las principales empresas españolas es del 46% y sólo un 17% en la alta dirección de las empresas españolas, según el índice Stuart Spencer 2022. El género en la literatura académica de la supervivencia de los negocios ha sido tratado en contadas ocasiones. El objetivo de esta investigación consiste en determinar si el género del propietario influye en la supervivencia del negocio. En la investigación realizada se examinaron 400 empresas españolas durante trece años para estudiar su supervivencia, empleando datos financieros y de gestión, así como el género del presidente de la compañía. La metodología aplicada fue un modelo de duración: regresión de Cox con empates. Los resultados confirman que las empresas con presidente mujer presentan mejores índices de supervivencia. Este hecho confirma estudios anteriores y pone en valor el papel de la mujer como presidente de la compañía.

Keywords: Supervivencia en los negocios; presidente de la compañía; género; modelo de duración; presidente mujer. [ID 87]

Is tourism supply accessible to people with special needs? A comparative analysis between different supply agents in Portugal

Celeste **Eusébio**

University of Aveiro, celeste.eusebio@ua.pt

Maria João **Carneiro**

Universidade de Aveiro, mjcarneiro@ua.pt

Elisabeth **Kastenholz**

Universidade de Aveiro, elisabethk@ua.pt

Accessible tourism enables all people to participate in tourism. People with special needs (PwSN) are an important and growing market worldwide, but they frequently face constraints in accessing tourism products. Although accessible tourism has gained relevance, the research on this topic is still scarce and usually focused on some types of accessibility requirements or supply agents. To increase knowledge in this field this paper examines the accessibility level of tourism in Portugal considering a broad range of accessibility requirements through a questionnaire-based survey directed at different tourism supply agents (accommodation units, restaurants, transportation companies, museums, other tourism attractions, entertainment companies, travel agents and city councils) (N=654). The human rights' approach, universal design principles, accessibility requirements and leisure constraints' theory were used to analyse and interpret the results. These reveal that most tourism suppliers do not value the accessible tourism market and, consequently, are not prepared to offer correspondingly adapted products or experiences. There are many failures regarding the implementation of universal design principles, inclusive communication, physical accessibility and service provision, due to, among other issues, the lack of human resources, qualified to work with PwSN and, specifically those with disabilities. Moreover, differences in accessibility level among tourism supply agents were observed. People with sensory disabilities (vision and hearing) and intellectual disabilities are those experiencing the greatest difficulties to participate in tourism activities in Portugal. The paper ends with guidelines for improving the accessibility level of the tourism industry.

Keywords: Accessible tourism, accessibility requirements, universal design, tourism supply agents, people with special needs, people with disabilities. [ID 320]

Rural tourism development around a protected area in South Africa: resident perspective

Ikechukwu Onyekwere **Ezeuduji**

KwaDlangezwa, University of Zululand, ezeudujii@unizulu.ac.za

Nelisile Z. **Mgabhi**

University of Zululand, MgabhiN@unizulu.ac.za

Rural development remains imperative to developing countries, particularly those with large rural communities with little economic activity, such as South Africa. Rural tourism is becoming increasingly popular as an alternative to urban tourism. This study aimed at assessing the potentials of rural tourism in the communities around Hluhluwe iMfolozi Park (HiP), which is situated in KwaZulu-Natal province of South Africa. It adopted a qualitative research method that hinges on the explorative and interpretive paradigms; and applied a purposive sampling method for data collection. Focus group discussions were conducted with the study participants. Twenty-four (24) participants were selected for three (3) focus group discussions, with eight (8) participants in each group. Content analysis was used to analyse data collected. HiP and the surrounding communities have significant potential for rural tourism development due to the natural beauty, rich wildlife species, and major cultural and historical features that exist in this area that can attract many tourists. However, the local communities' human capital development remains a challenge to be surmounted. The study recommends a gradual process of knowledge and skills development of the local communities to support the business side of rural tourism development and offering.

Keywords: Rural tourism, rural tourism resources, rural tourism capabilities, rural tourism activities, South Africa. [ID 497]

Pink tax: how much does it cost to be a woman?

Sarah Amaral **Fabício**

Federal University of Santa Catarina, sarahamaralfabricio@gmail.com

Denize Demarche Minatti **Ferreira**

Federal University of Santa Catarina, denize.minatti@ufsc.br

José Alonso **Borba**

Federal University of Santa Catarina, j.alonso@ufsc.br

Abstract: Women are gaining more and more space in the labor market and in society. Salary equivalence, for example, is one of the delays that persist. waistband. It is necessary to understand that women's preferences and behavior are competitive differentials for women, since they are more representative consumers than men. The world is understanding the importance of the role of women in the consumer market and in everything that surrounds it, in addition to the fact that the life expectancy of women is greater than that of men in more than half of the countries of the world. The Pink Tax is the name given to the phenomenon of products intended for female audience, such as razors, shampoo, hair creams, clothes, among others, having a value above the same products intended for the male audience. This "tax" applies to items women use throughout their lives, from girls' toys and school uniforms to canes, braces and adult diapers. So, the study aims to verify the price difference of similar products for male and female audiences, checking for differences in several continents of the world.

Keywords: Women, consumers, world, pink tax. [ID 563]

Impactos do turismo em territórios insulares – o caso do Arquipélago dos Açores

Claúdia Soares **Faias**

Universidade de Coimbra, csfaias@gmail.com

Claúdia Moreira **Seabra**

Universidade de Coimbra, cseabra@uc.pt

Ana **Caldeira**

Universidade de Coimbra, anacaldeira@uc.pt

Maria Graça **Batista**

Universidade dos Açores, maria.gc.batista@uac.pt

O valor acrescentado bruto gerado pelo turismo nos Açores em 2019 ascendeu a quatrocentos e sessenta milhões de euros e o número de empregos afetos à atividade ultrapassou os vinte e dois mil e quinhentos. A situação para o setor é muito preocupante e as perspetivas dadas pela Organização Mundial do Turismo apontam para uma recuperação lenta e gradual até 2024.

O bem-estar geral e a qualidade de vida dos residentes exigem uma compreensão mais profunda dos impactos sociais implícitos no turismo, com o intuito de determinar estratégias de gestão adequadas para promover comportamentos de apoio do desenvolvimento do turismo e consequentemente à melhoria da qualidade de vida dos locais e visitantes.

A investigação a realizar tem como objetivo principal analisar aos impactos do turismo no contexto atual tendo por base os pilares da sustentabilidade. Esta análise será efetuada em três dimensões: a perceção dos impactos do turismo (stakeholders, residentes e turistas), a perceção da qualidade de vida (stakeholders, residentes e turistas) e o *place attachment* (stakeholders, residentes e turistas) implícito, ou seja, o vínculo emocional entre a pessoa e o lugar. De acordo com a análise e tratamento dos dados, serão efetuadas sugestões de medidas a adotar no processo de recuperação pós pandemia. A análise de dados qualitativos recolhidos será realizada por apropriada análise de conteúdos. Os dados quantitativos recolhidos por inquérito, por questionário serão objeto de análise estatística.

Palavras-chave: Açores, sustentabilidade, turismo, qualidade de vida, *place attachment*. [ID 405]

Transferência e maturidade da gestão do conhecimento: estudo em uma organização pública

Jefferson Lopes La **Falce**

Fumec University e Fundação Dom Cabral, jefferson.la.falce@gmail.com

Solange Aparecida da Silva **Mendes**

IFMG e Fumec University, solange.mendes@ifmg.edu.br

Cristiana Fernandes de **Muylder**

Universidade de Uberlândia e University Fumec, cristiana.muylder@fumec.br

Ernst **Verwaal**

Ku Leuven, ernst.verwaal@kuleuven.be

Lilian Bambirra de **Assis**

CEFET MG, lilianbassis@hotmail.com

Este artigo buscou analisar as configurações da transferência do conhecimento e da maturidade da gestão do conhecimento em uma organização pública de ensino superior. Foi realizada uma pesquisa quantitativa e descritiva, utilizando estatística uni e bivariada para análise dos construtos. Os resultados mostraram que a transferência do conhecimento na organização é praticada em maior escala por docentes e atinge um nível mediano em sua maioria na organização, mostrando um cenário que ainda precisa ser melhorado, visto se tratar de uma organização de ensino superior que tem como missão a difusão do conhecimento. O resultado também foi percebido como mediano em relação á maturidade da gestão do conhecimento o que pode indicar que a transferência do conhecimento influencia na maturidade, sendo necessárias ações de melhoria na organização para aumento dos resultados da gestão do conhecimento. Este estudo mostra a relevância de diagnósticos sobre transferência e maturidade da gestão do conhecimento como forma de identificar problemas e também avaliar constantemente o nível de maturidade que se encontra a gestão da organização em relação ao conhecimento. Sugerem-se estudos futuros que avaliem a influência da transferência na maturidade da gestão do conhecimento com técnicas estatísticas multivariadas.

Palavras-chave: Gestão do conhecimento, transferência do conhecimento, maturidade da gestão do conhecimento, organizações públicas de ensino superior. [ID 3]

Cultura e comprometimento: investigação em uma organização pública de ensino superior brasileira

Jefferson Lopes La **Falce**

Fumec University e Fundação Dom Cabral, jefferson.la.falce@gmail.com

Solange Aparecida da Silva **Mendes**

IFMG e Fumec University, solange.mendes@ifmg.edu.br

Ludmila de Vasconcelos Machado **Guimarães**

CEFET, ludmila@cefetmg.br

Helio Arthur Reis **Irigaray**

Fundação Getúlio Vargas, helio.irigaray@fgv.br

Renata de Sousa da Silva **Tolentino**

Universidade FUMEC, rsousa@fumec.br

Buscou-se neste artigo investigar as configurações de cultura e comprometimento organizacional em uma organização pública de ensino superior. Para alcance do objetivo utilizou-se uma pesquisa descritiva, com abordagem quantitativa, utilizando técnicas de estatística descritiva conforme modelos adotados para cultura (Ferreira et al., 2002) comprometimento (Meyer e Allen, 1997). Foi possível perceber nos resultados que a organização possui uma cultura mais propensa ao modo cooperativo de trabalho em equipe, o que favorece mais a liberdade de ideias e participação na tomada de decisão. Já no que se refere ao comprometimento organizacional obteve uma média maior na dimensão afetiva, o que indica uma ligação mais forte com os objetivos da organização. Tanto o comprometimento quanto a cultura, parecem ser favoráveis ao desenvolvimento do objetivo da organização, visto que ambiente cooperativo e comprometimento afetivo podem contribuir para o alcance da missão institucional. Entender a influência da cultura e do comprometimento no desempenho organizacional pode ser um caminho para pesquisas futuras.

Keyword: Cultura organizacional, comprometimento organizacional, organização pública de ensino superior, modelo IBACO. [ID 4]

Digital indicators of the interest in natural World Heritage Sites

Martin Thomas Falk

University of South-Eastern Norway, martin.falk@usn.no

Eva Hagsten

USN Business School, eva.hagsten@gmail.com

In this study, the digital ex ante interest in natural world heritage sites and its determinants are compared with the digital ex post display of actual visitation. Ex ante data is based on the number of Wikipedia page views of the sites and the ex post information originates from actual visitation measured by the number of Instagram posts. These 2.8 million Wikipedia page views and the 58 million Instagram posts are linked to the full UNESCO database including 248 natural world heritage sites and to the Köppen extreme climate zones (AF-AM). Quantile regressions reveal that the main determinant in common for the two outcome variables is the risk of a site losing its inscription (UNESCO danger list). This reduces the interest in the site in both cases, more strongly so for the number of Instagram posts and for the upper quartile of Wikipedia views. Years since inscription are also important, particularly so for the Instagram posts and the Wikipedia views in the upper quartile while the UNESCO selection criteria of outstanding beauty only relate to the Instagram posting. Climate zone is mainly linked to the ex post variable and its upper quartile, where the sites with the most attention are found. Wikipedia views are also negatively associated with sites in Africa, the Arab countries and Latin America. Elevation, size of surface as well as kind of site are all variables not significant. There is a significant correlation between the two outcome variables with a coefficient of 0.5.

Keywords: Wikipedia page views, Instagram posts, natural World Heritage Sites, climate zone, quantile regressions. [ID 516]

Um século de normalização contabilística setorial: análise evolutiva do *Uniform System of Accounts for the Lodging Industry (USALI)*

Ana Rita Faria

Universidade do Algarve arfaria@ualg.pt

Leonor Fernandes Ferreira

Nova School of Business and Economics e Universidade Nova de Lisboa,

leonor.ferreira@novasbe.pt

Este artigo debruça-se sobre a normalização contabilística no setor hoteleiro, em particular sobre o USALI, um plano de contas setorial que contém um modelo de contabilidade analítica aceite e utilizado a nível mundial. Serve ainda de base ao relato financeiro e é útil para *benchmarking*. A escassez de estudos sobre este normativo e a circunstância do lançamento em 2022 da 12ª edição do USALI, que encerra diversas alterações no âmbito da sustentabilidade, motivaram o presente trabalho. Apresentam-se as origens do USALI e analisa-se a forma como se estrutura a informação de gestão, descrevem-se os princípios base em que o sistema assenta e identificam-se as suas vantagens. Segue-se uma retrospectiva histórica assente na evolução da estrutura, terminologia e conteúdo do USALI. Por fim, apresentam-se as alterações que virão a ser introduzidas na nova edição. O estudo contribui para um conhecimento mais amplo das finalidades e do conteúdo do USALI ao longo das diversas edições, dando uma perspetiva de como evoluiu o modelo de negócio nos hotéis e as respostas ao nível da normalização da Contabilidade no setor.

Palavras-chave: USALI, setor hoteleiro, normalização contabilística setorial, contabilidade de gestão. [ID 562]

Avaliação de impacto da capacitação profissional dos alunos egressos de um projeto social

Lana Rodrigues da Costa **Farias**

Universidade de Fortaleza – UNIFOR, lanafarias@edu.unifor.br

Randal Martins **Pompeu**

Universidade de Fortaleza – UNIFOR, randal@unifor.br

Marcus Mauricius **Holanda**

Universidade de Fortaleza – UNIFOR, marcusholanda@unifor.br

Ralciney Márcio Carvalho **Barbosa**

Universidade de Fortaleza – UNIFOR, ralciney@unifor.br

Thiago Braga **Martins**

Universidade de Fortaleza – UNIFOR, thiagobraga@unifor.br

O objetivo desta pesquisa é apresentar as principais contribuições do impacto social gerado por um projeto de capacitação profissional na empregabilidade dos alunos, com o estudo de caso da Fundação Edson Queiroz, mantenedora da Universidade de Fortaleza (Unifor), e seu projeto Centro de Formação Profissional (CFP). A pesquisa classifica-se como exploratória, na forma de pesquisa de campo, com corte transversal, tratamento qualitativo e quantitativo dos dados, conduzida como estudo de caso único. Foram utilizadas duas amostras, das turmas de 2019 e das turmas de 2020 e 2021. A análise dos dados ocorreu por meio de análise de conteúdo, técnicas descritivas, inferenciais e multivariadas, com o software SPSS Statistics. Os resultados mostraram a descrição da Teoria da Mudança para o projeto do CFP, expondo suas diversas conexões e apresentando que o mesmo foi efetivo na empregabilidade dos alunos como base de modificação da realidade da comunidade assistida. Evidenciou-se uma empregabilidade representativa dos alunos do projeto CFP e um senso de autoeficácia destes, que perceberam de maneira positiva sua empregabilidade.

Palavras-chave: Responsabilidade social, capital humano, impacto social, teoria da mudança. [ID 168]

What changes in restaurant satisfaction during Covid-19? An overview based on online reviews

Carlos **Farinha**

University of the Azores, cffarina@yahoo.com

Flavio **Tiago**

University of the Azores, flavio.gb.tiago@uac.pt

Sónia **Avelar**

University of the Azores, sonia.mm.avelar@uac.pt

Teresa **Borges-Tiago**

University of the Azores, maria.tp.tiago@uac.pt

Lately, online users have become avid content creators and consumers of brands and firms through reviews. These serve as sources to peers and reflect reviewers' satisfaction levels with different elements of the experiences. Thus, online reviews are considered reliable sources of information to understand customers' perceptions. Using hybrid methodologies and text mining techniques is recommended to obtain useful knowledge based on user-generated data. This study intended to understand customers' perceptions of restaurant service and unveil any change that might occur driven by the pandemic Covid-19. Therefore data was collected on TripAdvisor for two different periods - before and after Pandemics, using the top restaurants of two island tourism destinations. An upturn in customer satisfaction during Covid-19 and changes in attribute weight in the overall evaluation was observed. Therefore, the attribute "service" acquires even more special relevance. This methodology is considered adequate to meet the objectives defined, allowing to obtain relevant conclusions; it might also be applied to other phenomena and sectors.

Keywords: Customer satisfaction, online reviews, pandemic, restaurants, quality of service, TripAdvisor. [ID 155]

Seasonality mitigation strategies - The case of the Douro Museum

Didiana Fachada **Fernandes**

Instituto Politécnico de Viseu, dfernandes@estgl.ipv.pt

Isabel **Vieira**

Instituto Politécnico de Viseu, ivieira@estgl.ipv.pt

Fernando **Cardoso**

Museu do Douro, mouranando@gmail.com

Ana **Guia**

Instituto Politécnico de Viseu, aguia@estgl.ipv.pt

Ana Paula **Rodrigues**

Universidade de Trás-os-Montes e Alto Douro, anarogri@utad.pt

Seasonality covers various sectors of economic activity, from primary to tertiary, being tourism, specifically in this study, culture and museums, very affected by this phenomenon. In a way, this constraint is predictable in this sector, and this predictability may allow the anticipation of supply strategies that can counteract this manifestation and stimulate the stability of demand throughout the year. Examples include market variation, pricing policy and the experience provided, whereby promotion should reflect distinct activity and event packages.

This research was conducted as a starting point to help combat the seasonality evident in the Douro Museum located in the Alto Douro Region. An exploratory case study combining qualitative research methods was conducted to deepen the understanding of this complex phenomenon. We hope that this research reveals the importance of the enlargement of innovative and transversal cultural tourism products, in the planning and development of tourism in Alto Douro and, in particular, in the Douro Museum, facing the so called low season in tourism.

Keywords: Seasonality, Offer strategies, Alto Douro, Douro Museum, Innovative products. [ID 381]

The impact of climate change on connectivity between the seagrass beds of the western African coast: divergent currents impacting genetic diversity

Gabriela de Souza **Fernandes**

University of Algarve, gabrielafdes@outlook.com

Understanding the patterns and processes of genetic diversity and differentiation is fundamental for assessing population connectivity to inform the conservation of coastal ecosystems. The tropical West African Atlantic Coast is a good model to address these issues. The influence of oceanographic currents diverging in hotspot ecoregions mediating propagule dispersal along this coastline raises interesting predictions to be tested. In the Gulf of Arguin (Mauritania) nearshore and offshore seagrass populations can be predicted to be highly connected by strong currents driven by tides in this very shallow system. In contrast, in the Bijagós archipelago (Guinea-Bissau), populations in the northern and southern islands could hypothetically be genetically differentiated as predicted based on passive transport by ocean currents. However, they also have a strong relationship of connectivity by migratory species, namely green turtles that travel between feeding and breeding grounds. This study aims to assess these predictions and also to understand seagrass population genetic diversity and genotypic (clonal) diversity, as well as connectivity, along the Western African coast. We used as model the species *Halodule wrightii*, a seagrass with clonal reproduction via rhizome elongation and sexual reproduction via non-buoyant seeds, both traits that do not promote long distance dispersal. We assessed genetic diversity, clonality, and population differentiation with 8 microsatellite markers, using samples from the entire species range along this coastline, from Mauritania to Angola over a distance of ~1,600 km. Generally, populations were genetically homogeneous with low differentiation, while genotypic richness varied among all populations. The results support the hypothesis of high connectivity between populations in the Banc d'Arguin but do not support the isolation hypothesis between the northern and southern regions of the Bijagós. The results also suggest that the Canary Current and Guinea Current do not affect seed dispersal and connectivity through abiotic mechanisms.

Keywords: connectivity, genetic diversity, *Halodule wrightii*, western African coast, seed dispersal, recruitment. [ID 626]

A sustentabilidade nas instituições de ensino superior: o caso da Universidade do Algarve

Leónia Margarida **Fernandes**

Universidade do Algarve, lfernandes@ualg.pt

Eugénia **Ferreira**

Faculty of Economics, University of Algarve, eferreira@ualg.pt

Margarida **Jesus**

Universidade do Algarve, mmjesus@ualg.pt

O artigo aborda o estudo sobre a sustentabilidade e desenvolvimento sustentável nas Instituições do Ensino Superior, aplicado à Universidade do Algarve (UALg). Inicia pela revisão sistemática da literatura, sobre os conceitos da temática, e objetivos do estudo: conhecer, as práticas que a UALg promove em prol da sua sustentabilidade e, a perceção dos seus *stakeholders* a estas questões. A metodologia passa pela abordagem de natureza qualitativa para responder à primeira pergunta da investigação (conhecer o estado atual de implementação de práticas que promovem a sustentabilidade da UALg), recorrendo à análise documental da informação existente na UALg tratada com recurso a análise de conteúdo. E abordagem de natureza quantitativa, que responde à segunda pergunta da investigação (conhecer a perceção dos *stakeholders* da UALg relativamente às questões do desenvolvimento sustentável e da sustentabilidade na instituição), por inquérito por questionário. Resultados demonstram que a UALg implementa práticas nas dimensões da sustentabilidade: ambiental; económica; social e cultural; e institucional, educacional e política com pouca informação na dimensão económica, e que há falta de conhecimento, sobre o tema em estudo, sugerindo a divulgação de informação.

Keywords: Sustentabilidade, desenvolvimento sustentável, instituições de ensino Superior. [ID 426]

Influência das séries televisivas de crime da formação da imagem do destino e na (des)motivação para viajar: análise qualitativa das *reviews* dos espetadores

Ruben **Fernandes**

School of Economics and Management, antonioa@eeg.uminho.pt

Juliana **Alves**

School of Economics and Management, antonioa@eeg.uminho.pt

Antonio **Azevedo**

School of Economics and Management, antonioa@eeg.uminho.pt

O papel do cinema como fator positivo de criação de notoriedade e motivação para viajar tem sido bastante discutido na literatura. Porém este estudo procurou responder a uma questão de investigação nova, visando avaliar os impactos (potencialmente negativos) das séries televisivas (com elevado grau de crime e violência) na formação da imagem das regiões que servem de cenário às filmagens. Foram analisados 929 *reviews* realizados pelos espetadores de 8 séries televisivas de crime e disponibilizados na plataforma IMDb (Commissario Montalbano, Shetland, Unauthorized living, Gomorra, Dogs of Berlin, Marseille, Trapped e Sky Rojo), entre Outubro de 2021 e Fevereiro de 2022. As séries foram posicionadas dentro de quatro tipologias com base na contraposição entre a imagem orgânica do destino e o impacto da série na imagem do destino: congruência positiva (imagem inicial boa/ impacto positivo), incongruência positiva (imagem inicial má/ impacto positivo), congruência negativa (imagem inicial má/ impacto negativo) e incongruência negativa (imagem inicial boa/ impacto negativo).

Verificou-se que existe um número elevado de *reviews* positivas sobre o destino em quatro séries (Comissário Montalbano, Shetland, Unauthorized Living e Trapped) o que pode resultar em (in)congruências positivas. Porém, as séries que retratam um maior nível de violência e *'gore'* (Gomorra, Dogs of Berlin e Marseille), produziram mais comentários negativos relativos ao destino e consequentemente menções explícitas de não visitar ou de não recomendar a visita. Na perspetiva da gestão da marca dos destinos é importante antecipar e medir os efeitos negativos das séries violentas na perceção da segurança do destino.

Palavras-chave: séries televisivas de crime, impactos no destino, imagem do destino, turismo induzido por filmes. [ID 522]

La meteorología como predictor del PM10 en modelos de regresión cuantílica para ciudades turísticas

Gema **Fernández-Avilés**

University of Castilla La-Mancha, gema.faviles@uclm.es

José-María **Montero**

University of Castilla La-Mancha, jose.mlorenzo@uclm.es

Lidia **Sanchís-Marco**

University of Castilla La-Mancha, Lidia.Sanchis@uclm.es

La contaminación del aire es uno de los principales problemas que afectan a la salud humana en las zonas urbanas de todo el mundo y, especialmente, en las grandes ciudades turísticas como Madrid. Por lo tanto, no sorprende que el control de la contaminación del aire sea actualmente una de las principales preocupaciones de los ciudadanos. La contaminación del aire, y especialmente el control de PM10, es un verdadero desafío en nuestra sociedad. El objetivo principal de este artículo es analizar empíricamente si la previsión de las variaciones extremas de la contaminación del aire al alza puede mejorarse mediante una distribución extendida de la concentración de la contaminación del aire condicionada a los valores de concentración anteriores y su volatilidad con un indicador de condiciones climáticas, en el marco de un modelo de Regresión por Cuantiles no lineal (Modelo de Valor en Riesgo Condicional Autorregresivo). Concretamente, estudiamos el rendimiento de este enfoque en la previsión del VaR a un día en el cuantil del 99%, utilizando los datos diarios de PM10 registrados por las estaciones de control de la contaminación atmosférica de Madrid (enero 2011-diciembre 2019).

Keywords: Contaminación del aire, ciudades turísticas, regresión cuantílica. [ID 91]

Economía circular, gobernanza y consumo ético: plataformas esenciales en el contexto del turismo sostenible

Manuel Ángel **Fernández-Gómez**

Universidad de Málaga, mangel@uma.es

Elías **Bendodo Bensayag**

Universidad de Málaga, ebendodo@uma.es

Ana Elena **Hidalgo Díaz**

Universidad de Málaga, anahidalgodiaz@uma.es

Pablo **Franco Cejas**

Universidad de Málaga, pablofrancocejas@uma.es

María Deseada **López Subires**

Universidad de Málaga, desirels@uma.es

La relación entre la sostenibilidad y el turismo ha recibido una creciente atención tanto académica como institucional. El turismo es una industria multifacética y tiene un gran impacto ambiental, social y económico. Por ello, equilibrar los intereses socioeconómicos con los sistemas ecológicos del planeta es un objetivo fundamental de la planificación turística actual. La Organización Mundial del Turismo de las Naciones Unidas declaró 2017 como Año Internacional del Turismo Sostenible para el Desarrollo, y proponía hacer del turismo un catalizador positivo del cambio. Esta declaración posiciona al turismo como una herramienta para avanzar en la Agenda 2030 para el Desarrollo Sostenible, incluidos los 17 Objetivos de Desarrollo Sostenible. No obstante, y aunque la investigación en el área del turismo sostenible continúa creciendo, numerosos estudios afirman que existe una falta de comprensión de los contextos estructurales, y que esta falta de comprensión está limitando el progreso de la industria del turismo hacia la sostenibilidad. El presente estudio realiza un análisis crítico de la Agenda 2030 para el Desarrollo Sostenible ofreciendo herramientas para ayudar a dar forma a la industria del turismo hacia un futuro más sostenible, equitativo y justo. Nuestro análisis abarca tres temas que pueden servir como plataformas esenciales en el contexto del desarrollo del turismo sostenible, resaltando además las investigaciones de mayor impacto en este tema: Economía Circular, Gobernanza y Consumo Ético.

Palabras clave: Economía circular, gobernanza y consumo ético, plataformas esenciales, turismo sostenible. [ID 304]

Systematic literature review on the profile of tourists in four and five-star hotels based on online reviews

Ana **Ferreira**

University of Algarve, a70184@ualg.pt

Marisol B. **Correia**

ESGHT, University of Algarve, CiTUR and CinTurs, mcorreia@ualg.pt

Ana Isabel **Renda**

ESGHT, University of Algarve, CiTUR and CinTurs, arenda@ualg.pt

The study aims to verify the state of the art regarding the definition of the profile of tourists of four and five-star hotels from online reviews. This literature review analyses journals with scientific arbitration in English, published between January 1, 2008, and May 31, 2022, containing nineteen keywords related to online evaluations and the hotel industry, researched in two databases, Biblioteca do Conhecimento Online and Web of Science. After examining fifty-six relevant articles, the profile of tourists in the four and five-star hotels is defined by taking into account the differences in overall satisfaction/dissatisfaction and attributes, through the language and the country of origin of the comments, as well as the complaints and the composition of the travel group. In addition to contributing to the existing literature on online evaluations, this study provides theoretical contributions that hoteliers and scholars can apply to get to know tourists better, help in business performance, and develop future investigations. Although several studies analyse online reviews, they are not yet used in the hotel industry for profiling tourists. In this sense, this work aims to fill this research gap.

Keywords: Four and five-star hotels, hotel management, online reviews, systematic review, tourists profile. [ID 336]

Sustainable threats and opportunities in times of COVID-19 pandemic

Bruno M. **Ferreira**

Instituto Politécnico de Viseu, morgado.ferreira@estgv.ipv.pt

José Luís **Abrantes**

Instituto Politécnico de Viseu, jlabrantes@estgv.ipv.pt

Manuel **Reis**

Instituto Politécnico de Viseu, manuelreis@estgv.ipv.pt

Several studies argue that there remains a need for knowledge management focused on sustainability for lasting and value-generating innovation. This communication comes within the scope of a research project developed to understand how young adults look at the issue of sustainability. For this study, the methodology adopted is quantitative and an online survey was used, mostly with open questions. Two data collections were carried out, one in December 2020 and the other in December 2021, with the same target population (finalist students of the degree in Management). Data were analyzed thanks to NVivo 12 Pro software for lexical and content analysis. The results allow us to expose the differences and similarities in terms of perceptions, attitudes and behaviors about various concepts related to sustainability, as well as listing the main changes recognized in companies, organizations and in the school itself with the COVID-19 pandemic. The results obtained also make it possible to categorize a whole series of opportunities and threats to which companies will have to respond about sustainability soon and expose the differences in terms of concerns between 2020 and 2021.

Keywords: Sustainability, sustainable practices, sustainable concepts, content analysis. [ID 147]

Entomophagy: insect consumption as sustainable food alternative

Bruno M. Ferreira

CISeD / Instituto Politécnico de Viseu, morgado.ferreira@estgv.ipv.pt

Patrícia Spinosa

CISeD / Instituto Politécnico de Viseu, pv23820@alunos.estgv.ipv.pt

Manuel Reis

CISeD / Instituto Politécnico de Viseu, manuelreis@estgv.ipv.pt

The increase of the world population forces us to be aware of the problems of food insecurity and malnutrition for future generations. Insects' consumption designated entomophagy can minimize the effects of this nutritional and food shortage. Some cultures have used and still use insects for food or medicinal purposes. There is an express attitude of rejection in others for not being part of the traditional local culture. For this communication, an online survey allows understanding the reality in Portugal. Using two analysis approaches with SPSS software for statistics and NVivo for the content analysis of answers, this research highlights perceptions, feelings, attitudes, and intentions about the consumption of insects, its derivatives, and which form or manufacturing process would be more positively accepted. More than half of the participants recognize that we will face a problem of food lack in the world. Interestingly, even when they have never eaten insects or find it weird or challenging, participants show to be inclined to try this new way of composing their diet. These consumers are nowadays more receptive to industrially developed products incorporating insect meals or by-products. This investigation advocates overcoming moral prejudices and developing new products as a safe and alternative way to well-eating and well-being. Marketers and official authorities should now communicate about all these benefits.

Keywords: Entomophagy, insect consumption, sustainability, food, edible insects. [ID 151]

Sustentabilidade e empoderamento de gênero

Cláudia Aparecida Avelar Ferreira

Pontifícia Universidade Católica de Minas Gerais, claudiahgv@gmail.com

Paulo Fernando Braga Carvalho

Pontifícia Universidade Católica de Minas Gerais, paulofernando@pucminas.br

Simone Costa Nunes

Pontifícia Universidade Católica de Minas Gerais, sinunes@pucminas.br

O objetivo deste trabalho é analisar o empoderamento a partir da igualdade de gênero e raça na sociedade brasileira. Foi realizada pesquisa documental e quantitativa, sendo os dados extraídos das bases de dados do Instituto Brasileiro de Geografia e Estatística, do Centro de Estudos e Pesquisas em Educação, Cultura e Ação Comunitária e do Departamento Intersindical de Estatística e Estudos Socioeconômicos. As informações apontam que as meninas apresentam maior distorção idade – série que os meninos; e a população negra em desvantagem à população branca no ensino superior, na idade de 18 a 24 anos. As mulheres negras estão em desvantagem, em relação aos homens negros e às mulheres e aos homens brancos, no que se refere à inclusão no mercado de trabalho brasileiro e ao rendimento financeiro médio; além disso, elas estão subrepresentadas nos cargos de gestão/diretoria e em desvantagem de gênero em todas as unidades federativas do Brasil. A mulher Negra, no mercado de trabalho, está em pior nível de desigualdade social. O estudo traz o critério raça, uma vez que a população do Brasil é composta por mais de 50% de pessoas negras.

Palavras-chave: Mulheres, racismo, sexismo, educação, mercado de trabalho. [ID 449]

Práticas de consumo de roupas online e a pandemia: Uma perspectiva com base na teoria da prática

Frederico Leocadio **Ferreira**

CEPEAD/Universidade Federal de Minas Gerais, fredericoleocadio@gmail.com

Marina Pereira **Rios**

PPGCom/Universidade Federal do Ceará, marinaprios@hotmail.com

Juliana Maria Magalhaes **Christino**

Universidade Federal de Minas Gerais - UFMG, julianam.prof@gmail.com

Guilherme Rodrigues **Pedrosa**

FACE/Universidade Federal de Minas Gerais, guilhermerpedrosa@gmail.com

Esse estudo objetiva entender a prática de compras online, que se reestrutura e se re-significa na pandemia; e, a resistência que essa prática sofre para se estabelecer no cotidiano, frente à uma prática já tradicional - ir às compras presenciais. Para tal, foram realizadas entrevistas em profundidade com consumidores de vestuário online, no qual os dados transcritos foram analisados por meio de análise temática de dados. Para aqueles que prezam pelo valor hedônico da experiência presencial, a compra online pode retornar para o que era antes da pandemia, e significar uma compra esporádica, de produtos básicos, ou movidos por uma grande promoção. A compra presencial no pós-pandemia retoma seu caráter social, representando lazer aos entrevistados. Ao mesmo tempo, para aqueles que prezam pelo caráter funcional e experiencial, o retorno à loja presencial dependerá do fato da prática conseguir inserir-se no seu itinerário, a medida que retomarão sua rotina fora de casa – serão adeptos a adotar um modo híbrido em suas compras.

Palavras-chave: Teoria da prática, moda online, consumo de roupas online, valor percebido. [ID 205]

The application of sustainable practices in tourism: the case of olive-growing in the region of Trás-os-montes

Jessica P. **Ferreira**

Instituto Politécnico de Bragança, jessica.ferreira@ipb.pt

Paula Odete **Fernandes**

Instituto Politécnico de Bragança, pof@ipb.pt

Several authors have argued that oleotourism can be associated with different niches that fall into this segment, such as gastronomic, cultural, rural, and health tourism. Furthermore, the development of activities such as oleotourism is carried out under the prism of sustainability, considering the economic, social, and environmental components. This study had a double objective: to identify sustainable practices in tourism, in the case of olives, to understand better how sustainable practices contribute to the development of olive cultivation. Hence, a qualitative methodology used the MAXQDA program, consisting of a literature review and collecting preliminary information from different producers in the Trás-os-Montes region through semi-structured interviews. The results show that sustainability and tourism are intertwined in empirical contexts due to the intervention of other global institutions. The results indicate that the link between tourism and olive grove practices is important and could contribute to regional development. Also, sustainable practices are important for numerous reasons. It is impossible to streamline and develop an activity without considering its sustainability.

Keywords: Sustainable practices, olive-growing, oleotourism, MAXQDA Analysis, Trás-os-Montes, tourism segmentation. [ID 456]

Beba sem moderação! Análise empírica do trade marketing, da decisão de compra e do consumidor de cerveja no Brasil e outros países

Marcelo Silva Ângelo **Ferreira**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, marcelos.bh@terra.com.br

Van Basten Souza **Moura**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, vanbastenmoura@gmail.com

Ana Cláudia Almeida dos **Santos**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, anaclaudiaalmeida19@gmail.com

Alessandra Aparecida **Franco**

Universidade do Estado de Minas Gerais - UEMG, alessandraaparecidafranco@gmail.com

Henrique Cordeiro **Martins**

Universidade FUMEC, henrique.martins@fumec.br

O mercado cervejeiro no Brasil e no mundo possui características específicas de acordo com fatores comportamentais da população. Considerando separadamente os consumidores residentes no Brasil e em Outros Países, o presente artigo teve como objetivo, analisar se o *trade marketing mix* influencia a decisão de compra do consumidor de cerveja considerando o contexto de compra. Nesta pesquisa foi utilizada a abordagem quantitativa, do tipo descritiva e foi desenvolvido por meio de *survey*. A população foi formada por respondentes de diversos países que se relacionam com os pesquisadores em suas redes sociais, totalizando 1051 respondentes. Os dados foram analisados por meio de equações estruturais. Os resultados demonstram que existem diferenças comportamentais e culturais entre os consumidores de cerveja e que os elementos do *trade marketing Mix*, são percebidos pelos respondentes do grupo do Brasil, não sendo comprovado o mesmo com o outro grupo. No entanto, a percepção do *trade marketing mix*, para ambos, os influencia na compra da cerveja. Conclui-se também que beber cerveja é um fato social, tem o cunho emocional, leva o consumidor buscar novas experiências e diversão.

Palavras-chave: Mercado cervejeiro, trade marketing mix, percepção, influência, contexto de compra. [ID 202]

O mercado da morte ou pós vida: existem estratégias de marketing de relacionamento adotadas pelas funerárias para fidelizar clientes na aquisição de planos funerários no Brasil?

Marcelo Silva Ângelo **Ferreira**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, marcelos.bh@terra.com.br

Ana Paula de Oliveira Gomes **Sérgio**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, pauladeoliveira78@gmail.com

Júlia Bittencourt Catizani **Quintão**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, juliacatizani3@gmail.com

Luiz Antônio de Carvalho **Godinho**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, lacgodinho3@gmail.com

Alessandra Aparecida **Franco**

Universidade do Estado de Minas Gerais - UEMG, alessandraaparecidafranco@gmail.com

O segmento funerário brasileiro é relevante no que diz respeito ao seu tamanho e serviços prestados e dentre esses serviços destaca-se a comercialização de planos funerários. O objetivo principal do trabalho foi identificar, considerando determinados contextos de compra, quais são as estratégias do marketing de relacionamento adotadas pelas funerárias para fidelizar clientes para aquisição de planos funerários no Brasil. Valendo-se do modelo de equações estruturais, com base em abordagem quantitativa, por meio de questionário estruturado foram colhidos dados de 311 respondentes. Os principais resultados apontam que nesse segmento funerário, o contexto de compra seja eminentemente baseado no fator Psicológico. Identificou-se que houve influência significativa e positiva dos Fatores Psicológicos sobre as estratégias de marketing relacionadas à Tecnologia, Objetivos da Empresa, Seleção e Retenção de Clientes, Cadeia de Relacionamentos. No caso da Retenção, identificou-se que sofre influência significativa e positiva da Tecnologia e Cadeia de Relacionamentos. Por fim, o modelo proposto foi validado e, segundo atestou, a Fidelização sofre influência significativa e positiva da Retenção. Logo, quanto maior a Retenção, maior a Fidelização dos clientes na aquisição dos planos funerários.

Palavra-chave: Setor funerário, contexto da compra, marketing de relacionamento, fidelização. [ID 141]

Empreendedorismo das profissionais do setor de beleza que se tornaram influenciadoras digitais. Um estudo de casos múltiplos em uma cidade brasileira

Marcelo Silva Ângelo **Ferreira**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, marcelos.bh@terra.com.br

Ana Paula de Oliveira Gomes **Sérgio**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, pauladeoliveira78@gmail.com

Júlia Bittencourt Catizani **Quintão**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, juliacatizani3@gmail.com

Luiz Antônio de Carvalho **Godinho**

UNIFUNCESI - FAMIG Faculdade de Minas Gerais, lacgodinho3@gmail.com

Alessandra Aparecida **Franco**

Universidade do Estado de Minas Gerais - UEMG, alessandraaparecidafranco@gmail.com

Esse artigo objetivou identificar como as práticas de influenciadoras digitais impactam no empreendedorismo das próprias influenciadoras enquanto profissionais do ramo de beleza e estética do município de Itabira no Estado de Minas Gerais, Brasil. Para esta pesquisa foi utilizada a abordagem de pesquisa qualitativa, tipo descritiva, utilizando o estudo de casos múltiplos. Os resultados revelaram que as práticas de influenciadoras digitais, utilizando os 8 P's de marketing digital, impactam nos empreendimentos das respondentes visto que as obriga a conhecerem o seu próprio negócio, mercado de atuação e a exercerem sua liderança e autocrítica. Constatou-se também que a visibilidade, a divulgação e o aumento de clientes foram os maiores impactos percebidos nos empreendimentos. Outro fato relevante a ser considerado é que as influenciadoras em sua maioria empreenderam por necessidade e que tiveram que aprender a reconhecer as forças e fraquezas de seu empreendimento e que esse conhecimento faz com que consigam manter-se no mercado.

Palavra-chave: Empreendedorismo, Redes Sociais, Mídia, Influenciadoras Digitais. [ID 142]

O impacto da liderança em tempos de pandemia no desempenho de equipas comerciais: estudo do setor turístico em Portugal

Teresa Santos **Ferreira**

Institute of Business Management, terferreira@netcabo.pt

Miguel Jorge **Rodrigues**

Instituto de Estudos Superiores de Fafe, phdmagalhaesmiguel@gmail.com

A liderança é uma questão que assume especial interesse uma vez que potencia o desempenho de todos os colaboradores numa organização. Esta investigação analisa a liderança e a sua influência no desempenho individual e coletivo de uma equipa de comerciais no setor de turismo em Portugal. Tendo sido efetuada uma pesquisa quantitativa, tendo por base uma amostra de 380 colaboradores, localizados em Portugal no setor de turismo, aos quais se aplicou um questionário. Os dados foram analisados com recurso a três abordagens estatísticas: i. a abordagem clássica com a análise descritiva das diversas variáveis (sociodemográficas e de perceção); ii. análise de equações estruturais para confirmação do modelo conceptual; e iii. análise correlacional e de comparação (ANOVA) com o objetivo de compreender a relação entre as variáveis observadas (avaliar as perceções). Esta investigação apresenta algumas limitações, tais como o facto de centrar-se numa amostra por conveniência cuja representatividade poder ser questionável. Um maior número de observações recolhidas permitiria a obtenção de relações estatísticas mais consistentes. Para investigações futuras, sugere-se explorar com maior profundidade os resultados aqui encontrados, além de poderem ter em conta outras determinantes passíveis de serem influenciadores da liderança e desempenho

Os resultados deste estudo de investigação demonstraram que os fatores de competências que melhor explicam a "Liderança" são as "Habilidades" e as "Atitudes" e os fatores de comprometimento é a "Motivação". O fator com maior peso no desempenho comportamental é a "Atitude" e no desempenho de resultados é a "Satisfação dos Clientes".

Palavras-chave: Liderança, competências, comprometimento, desempenho, equipas comerciais. [ID 581]

Selo turismo responsável: um panorama sobre sua aplicação nos meios de hospedagem ligados ao Petrópolis Convention & Visitors Bureau

Jaqueline Toledo de Oliveira **Figueira**
Centro Federal de Educação Tecnológica Celso Suckow da Fonseca,
jaquefigueira@gmail.com

Roberta Dalvo Pereira da **Conceição**
Centro Federal de Educação Tecnológica Celso Suckow da Fonseca, rdalvo@gmail.com

Marcelo Pereira da **Conceição**
Secretaria de Cultura e Economia Criativa do Estado do Rio de Janeiro,
marcelo.conceicao@gmail.com

O turismo foi um dos setores da economia que mais sentiu os reflexos da pandemia, considerando as restrições impostas pelo vírus SARS-CoV-2. Este trabalho descrever as principais mudanças adotadas pelos meios de hospedagem, na cidade de Petrópolis, para minimizar os riscos de contaminação dos clientes e funcionários, considerando a aplicação dos protocolos de segurança do Selo Turismo Responsável do Ministério do Turismo (MTur), dentro do cenário pandêmico. A pesquisa verificou a relação entre os protocolos de segurança adotados na hotelaria e a hospitalidade. O método utilizado foi o descritivo qualitativo, onde foi realizada pesquisa bibliográfica em bases de dados científicas para nortear o referencial teórico e pesquisa de campo, a partir de levantamento realizado através de questionário online que resultou em uma amostra de 9 meios de hospedagem. O resultado da pesquisa aponta que as recomendações não estão 100% aderentes pelos meios de hospedagem, apesar de empresas do setor e estudos realizados, indicarem a importância do cumprimento dos protocolos de biossegurança e a conscientização de seus colaboradores e hóspedes.

Palavras-chave: Biossegurança, protocolos, hotelaria, Covid-19, hospitalidade. [ID 29]

Emoção, adrenalina e natureza no turismo de aventura: estudo sobre as motivações dos Millennials

Sandra **Filipe**
University of Aveiro, sandrafilipe@ua.pt

Anabela **Rocha**
University of Aveiro, anabela.rocha@ua.pt

Bruno **Silva**
University of Aveiro, sandrasfilipe@gmail.com

The objectives of this paper are to study the behavior of Millennials consumers (individuals born between 1980 and 2000) in relation to tourism in general, and to adventure tourism in particular. For this purpose, a quantitative methodology with resource to questionnaire was used, in which 194 respondents between 18 and 38 years old were asked about their adventure tourism practices and subsequent data analysis using the statistical software IBM SPSS Statistics 25. The results show that individuals who do more tourism tend to do more adventure tourism and that those who do more adventure tourism usually tend to prefer more challenging activities. In addition, Millennials' motivational behaviors for adventure tourism are focused on engaging in thrilling activities, adrenaline rush, and being in the forest environment.

Keywords: Adventure tourism, consumer behavior, Millennials, push and pull Motivations. [ID 401]

The causal effect of agritourism on farm survival

Matthias Firgo

Munich University of Applied Sciences, matthias.firgo@hm.edu

Dieter Pennerstorfer

JKU University Linz, dieter.pennerstorfer@jku.a

We use two waves of census data containing detailed farm characteristics for the full population of farms in Austria to study the causal effect of providing agritourism (tourist accommodation) on farms' survival probabilities. To account for self-selection into agritourism, our identification strategy relies on exploiting regional variation in tourism intensity that is exogenous to individual farms. Results indicate that participation in agritourism is an effective strategy to increase farms' survival probabilities. The effect identified is highly significant irrespective of location as well as farm and farm head characteristics. On average agritourism causally increase survival probabilities over a decade by more than 10 percentage points, with up to 18 percentage points for some sub-populations. At the intensive margin we find evidence for an inverse U-shaped effect, with a maximum at 15 tourist beds. Policy measures to help farms engage in agritourism should therefore target moderate rather than high numbers of tourist beds.

Keywords: Agritourism, farmstay accommodation, firm survival, causal effects. [ID 367]

Estudio de caso: Producción vitivinícola en Veranópolis Rio do Sul, Brasil y sus implicaciones dentro del marco de las Indicaciones Geográficas en Brasil

Ingrid Michelle Florentino

Investigación turismo, Desarrollo Territorial, michelleflorentinocampos@gmail.com

El presente documento es resultado de una investigación interuniversitaria por parte del Instituto de Ciencias Agropecuarias y Rurales de la Universidad Autónoma del Estado de México y la Universidad de Caxias do Sul, asociada a la producción vinícola de Veranópolis Rio do Sul, Brasil dentro del marco de las Indicaciones Geográficas (IG) y Desarrollo Territorial (DT). La metodología abordada se apoya en la fase 1 y 2 de Sistemas Agroalimentarios Localizados (SIAL), con ello se busca abrir diálogo en temas relativos a patrimonio y cultura vitivinícola en la sierra gaucha destacando a los productores de Veranópolis R.S. Espacio dotado de familias productoras que comparten la historia de inmigrantes italianos reflejado en sus formas de vida materializada en la producción de vino. En la fase 1 "Preparativa" se identifican los actores territoriales y estableciendo los objetivos de investigación posteriormente en la siguiente fase "Diagnostico" se presenta una síntesis de la realidad de las agroindustrias rurales de Veranópolis y el contexto que les afecta, alineándose al objetivo general y a los específicos. El trabajo forma parte de una estancia de investigación entre ambas universidades para promover la colaboración en el ámbito agroalimentario bajo la tutela del Prof. Dr. Pedro de Alcântara Bittencourt César y el Dr. Humberto Thomé Ortiz. El objetivo general es analizar la producción de vino en Veranópolis y sus implicaciones para el desarrollo territorial, generando un diagnostico de la producción de vitivinícola en la zona de influencia y su importancia dentro del marco regulatorio de las IG.

Palabras clave: Vinos, desarrollo territorial, indicaciones geográficas, veranópolis, vitivinicultura. [ID 561]

A usabilidade de websites operados por vinícolas como estratégia de desenvolvimento do enoturismo na região de identificação geográfica da Serra Catarinense

Luiz Carlos da Silva Flores

Universidade do Vale do Itajaí – UNIVALI, luizcsflores@gmail.com

Guilherme Oliveira de Mattos da Silva Flores

Universidade do Vale do Itajaí – UNIVALI, floresguilherme@edu.univali.br

Ivan Cegatta Junior

Universidade do Vale do Itajaí – UNIVALI, ivancegattajunior@gmail.com

Esta pesquisa analisou os websites operados pelas vinícolas da Serra Catarinense estão usando a internet e mídias sociais para o desenvolvimento do enoturismo. Para isso foram desenvolvidas as seguintes etapas: verificar se os sites dos estabelecimentos fornecem informações básicas sobre seus produtos e de contato; verificar se os sites fornecem ferramentas de comunicação interativa; identificar como os sites oferecem ferramentas para o desenvolvimento do e-commerce; e, identificar se os sites dos estabelecimentos fornecem informações para integração interna e externa. São Joaquim é um destino turístico tradicional pelo turismo de inverno e, recentemente, entrou no cenário nacional como um produtor de vinhos finos e enoturismo. O referencial teórico contemplou os temas do enoturismo, marketing digital e usabilidade de sites. Os procedimentos metodológicos de pesquisa exploratória-descritiva, com delineamento qualitativo e análise de conteúdo permitiu observação dos sites operados por dez vinícolas selecionadas. Como resultados verificou-se que as vinícolas possuem sites e mídias digitais, porém com baixo desempenho dos indicadores de usabilidade. A partir dos resultados sugere-se aos gestores identificarem as fragilidades e potencializar os sites, considerando que estes são ferramentas utilizadas pelos turistas de vinho nas etapas de planejamento da viagem, durante e pós-viagem.

Palavras-chave: Usabilidade de site, website, mídias digitais, enoturismo, turismo de vinho. [ID 230]

Rural tourism: a challenge

Cecília Maria Fernandes Fonseca

Instituto Politécnico da Guarda, cfonseca@ipg.pt

Pedro Costa

Instituto Politécnico da Guarda, pedrocosta1111.pc@gmail.com

Sara Meireles

Instituto Politécnico da Guarda, meirelessara@hotmail.com

Rui Ferreira

Instituto Politécnico da Guarda, ruipedroferreira03@gmail.com

Mariana Caçador

Instituto Politécnico da Guarda, marianasantosc01@hotmail.com

Ana Luciano

Instituto Politécnico da Guarda, aninhasbeatriz00@gmail.com

Sustainable tourism development is one of the main guidelines advocated by the World Tourism Organization. Furthermore, the COVID-19 pandemic led to a crisis in the tourism sector as well as to a change in tourists' trends. However, it is also an opportunity to rethink this activity to make it more sustainable, inclusive and resilient, also supported by WTO. In this context, the demand for rural tourism with a proximity to local communities and activities has grown and the sector seeks to adapt to new trends.

In this work, we present the proposal developed for a rural tourism company in Portugal, as part of a co-creation project that allow knowledge transfer from higher education schools to companies, which enables the creation of economic value and develop students' skills. Students, from different academic areas and backgrounds, was supported by a teacher: from a starting point of an assessment of the company's operation and strategic objectives that ended up with a growth proposal. Based in the principle of sustainable tourism and given the endogenous products as well as the natural and cultural heritage of the rural environment, the goal to be achieved was to improve and extend the experience that is proposed to the tourist. The proposal included a rural activities plan, with a special one at the check in, a mockup with sustainable wooden residential structures integrated in nature and planned to promote the socialization of tourists.

Keywords: Rural tourism, sustainable tourism, countryside, natural heritage, cultural heritage. [ID 134]

Eficácia nas equipas de enfermagem nos cuidados de saúde primários: o contributo da Liderança

Isabel **Fonseca**

ACeS Alto Ave, mifonseca@arsnorte.min-saude.pt

Carlos Rui **Madeira**

Universidade de Trás-os-Montes e Alto Douro, rmadeira@utad.pt

Ana Paula **Rodrigues**

Universidade de Trás-os-Montes e Alto Douro, anarodri@utad.pt

O trabalho em equipa é hoje uma realidade em qualquer instituição e ter equipas eficazes é de suma importância, principalmente no setor da saúde. A eficácia na equipa de enfermagem traduz-se em qualidade dos cuidados prestados e também no aumento da produtividade. Saber quais os fatores que contribuem para a eficácia na equipa é essencial. A eficácia na equipa tem vindo a ser investigada ao longo do tempo, embora no setor da saúde a abordagem seja mais a nível dos cuidados diferenciados e em serviços individualizados. Assim, este artigo conceptual propõe, um modelo teórico que analise de que forma a liderança contribui para a eficácia na equipa de enfermagem, quando mediada pela satisfação, confiança e comprometimento, e moderada pela saúde do colaborador. A investigação neste âmbito no contexto de Cuidados de Saúde ainda é escassa, pelo que este estudo poderá trazer um contributo importante nesta área de análise.

Palavras-chave: Enfermeiro, equipa, liderança, cuidados de saúde primários, comprometimento, satisfação, confiança. [ID 185]

Práticas de avaliação de desempenho: o caso das organizações sociais em Viseu

Susana M. S. R. **Fonseca**

CI&DEI, Polytechnic Institute of Viseu and CETRAD-UTAD, sfonseca@estgl.ipv.pt

Ana Branca **Carvalho**

CISED, Instituto Politécnico de Viseu, acarvalho@estgl.ipv.pt

Ana **Guia**

CERNAS, Instituto Politécnico de Viseu, aguia@estgl.ipv.pt

Nídia **Menezes**

CI&DEI, Polytechnic Institute of Viseu, nmenezes@estgl.ipv.pt

Tatiana **Silva**

tatianacs26@gmail.com

Os recursos humanos têm um papel relevante e valorizado nas organizações, atualmente é aceite que estes são o elemento-chave para o sucesso organizacional bem como os alicerces da sustentabilidade. A gestão do desempenho é necessária para um Sistema de Avaliação de Desempenho (SAD) e permite-nos entender se as metas e objetivos definidos estão a ser alcançados, podendo desta forma, existir uma readaptação de finalidades que permite manter os colaboradores empenhados e torná-los em bons profissionais, bem como o incentivo ao desenvolvimento da sua carreira. Assim, o objetivo deste artigo é abordar a temática dos SAD nas organizações sociais (OS) em Viseu. Estruturamos o artigo de forma a aferir do impacto sentido pelas organizações na existência ou inexistência do SAD. A recolha dos dados foi realizada através do envio pelo *Google Forms* do questionário e permitiu-nos comprovar que o SAD tem influência no desempenho e motivação dos colaboradores, bem como na sustentabilidade das OS. Concluímos que colaboradores motivados apresentam um melhor desempenho e a organização por sua vez usufrui desse empenho, o qual, contribui para o seu bom funcionamento e sustentabilidade.

Palavras-chave: Gestão de recursos humanos, gestão do desempenho, sistema de avaliação do desempenho, motivação, desempenho, sustentabilidade. [ID 119]

Betting on Blue Spaces with a view to well-being tourism in coastal destinations: a mixed methodology with locals and tourists' involvement

Alba Font-Barnet

University of Rovira i Virgili, alba.font@urv.cat

Marta Gemma Nel-Lo Andreu

University of Rovira i Virgili, martagemma.nello@urv.cat

Maria Trinitat Rovira Soto

University of Rovira i Virgili, mtrinitat.rovira@urv.cat

Meritxell López Folch

University of Rovira i Virgili, meritxell.lopez@estudiants.urv.cat

The sea, the coast, the beach and, in general, the blue spaces, are key locations for tourist activities and experiences, and there is increasing scientific evidence that shows an improvement in well-being directly associated with living, visiting, being near, and/or doing activities in blue spaces. However, the maximum potential benefit of these areas is not always obtained, either because they are not accessible, lack facilities or, simply, because they are not known enough. In an attempt to provide scientific knowledge and transfer to the territory in this topic, the main aim of this article is to identify the blue spaces in the coastal tourist destination in Salou (Spain), and analyse which benefits they bring and how to enhance them for tourists and residents. To this end, a mixed methodology is applied based on surveys and participative workshops with the involvement and co-operation of both public and private local agents. Opportunities, new proposals and challenges are considered in search of a balance between the benefits of the water and nature, the well-being of locals and visitors, and the sustainability of the destination.

Keywords: blue spaces, well-being tourism, local agents, Salou. [ID 322]

Tourism and climate change in Austria: transformation towards a CO2-neutral tourism sector and climate change induced adaptation needs

Oliver Fritz

Austrian Institute of Economic Research (WIFO), oliver.fritz@wifo.ac.at

Anna Burton

Austrian Institute of Economic Research (WIFO)

Climate change has proven to be the single most important challenge mankind has ever faced. Both mitigation and adaptation needs will affect all economic sectors. Tourism, a sector that has experienced strong growth globally and in Austria until the COVID-19 pandemic hit, is no exception. In the past the increase in domestic and international travel has overcompensated CO2 efficiency gains such that tourism's contribution to global CO2 emissions is on the rise. This work is part of an ongoing research project whose output will be published in the second Austrian Assessment Report on Climate Change. It nurtures on the rich literature on tourism and climate change in Austria and thus aims to reflect the current state of scientific knowledge in this field. The paper offers a comprehensive discussion of the potentials for mitigation and the challenges for adaptation, taking into account the large regional heterogeneity of Austria's tourism industry; it also analyzes how climate change influences the sector's international competitiveness with respect to winter and summer seasons and derives recommendations for policies supporting both mitigation and adaptation.

Keywords: Tourism, climate change, mitigation, adaptation. [ID 599]

The tourism impact on lakeshores

Grażyna Furgała-Selezniow

University of Warmia and Mazury in Olsztyn, graszka@uwm.edu.pl

Małgorzata Jankun-Woźnicka

University of Warmia and Mazury in Olsztyn, mjpgw@uwm.edu.pl

The tourist attractiveness of many regions depends on the presence of lakes, their accessibility and ecological condition. Lake ecosystems and the surrounding ecotone zone are among the most vulnerable, and tourism development has a negative impact on them. The aim of the study was to create a comprehensive method of assessing the tourism load on the lakeshore zone and use it for the lakes of the Olsztyn Lake District.

Topographic maps and orthophotograph maps were used in the study. A vector polygon layer was created to compare land cover and land use in the shore zone of the studied lakes. The area of land occupied by various forms of tourism and recreation was calculated using QGIS 2.18 software. Spearman's rank correlation coefficient and Kruskal-Wallis test were used for statistical analysis.

Indices of tourist load were positively correlated with the proportion of developed area in the lakeshore zone. Some lakes, whose shore zone was more than 25% developed, were devoid of tourist and recreational facilities. The share of forests in the lakeshore zone was negatively correlated with the values of the three indices used. The study showed that the dynamics of settlement processes in the shore zone was a greater threat to lake ecosystems than tourism. Aesthetic pollution of the landscape was caused mainly by residential development. The structure of the accommodation base in the Olsztyn Lake District may be beneficial in the context of pandemic threats.

Keywords: Lake tourism, tourism infrastructure, settlement development. [ID 615]

Uso de recursos naturales en el sector turístico desde la perspectiva de género

Clara Gallego-Sosa

University of Extremadura, clarags@unex.es

Yakira Fernández-Torres

University of Extremadura, yakiraft@unex.es

Milagros Gutiérrez-Fernández

University of Extremadura, mgutierrezf@unex.es

El sector turístico se posiciona en la Agenda 2030 como potencial contribuidor al desarrollo sostenible, a pesar de su impacto negativo en el medioambiente debido a prácticas como el uso intenso de recursos naturales. Una buena gestión de estos recursos es esencial, no sólo porque son limitados sino también por el impacto negativo en el planeta que supone el uso de los mismos. Por ello, resulta relevante la búsqueda de aquellos factores que determinen un adecuado empleo de recursos naturales en las empresas turísticas, tratándose de una temática aún poco estudiada. Entre éstos, esta investigación se centra de manera novedosa en el papel de las mujeres directivas, debido a su mayor conciencia medioambiental, que puede derivar en una toma de decisiones más orientada al cuidado del planeta. Así, se plantea como objetivo analizar si existe relación entre la diversidad de género en el consejo de administración y el uso de recursos naturales. Para ello, se emplea por primera vez una variable dependiente de creación propia, basada en los Objetivos de Desarrollo Sostenible (ODS). Mediante una muestra de las 163 empresas turísticas de mayor cotización del mundo entre 2015 y 2020, se realiza un análisis empleando un modelo de efectos fijos. Los resultados revelan que la diversidad de género en el consejo de administración no influye en la actuación relativa al uso de recursos de las empresas turísticas, posiblemente debido a la infrarrepresentación femenina existente, que dificulta que el papel de la mujer surta efecto en la performance empresarial.

Palabras clave: Diversidad de género, consejo de administración, uso de recursos, actuación medioambiental, Objetivos de Desarrollo Sostenible, sector turístico. [ID 100]

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Hotel sustainability and productivity: A Systematic Literature Review using ProKnow-C methodology

Josefa **Garcia-Mestanza**
University of Málaga, jgm@uma.es

Marco Antonio **Cruz-Morato**
University of Málaga, mcruz@uma.es

Marina **Haro-Aragu**
University of Málaga, marinaharo94@gmail.com

Tourism and hospitality are very important in world economy, despite having been significantly affected by the COVID pandemic. In the last three years, there has been a considerable increase in high-impact publications and their citations in terms of sustainability and productivity of the hotel industry, aligned with the United Nations SDGs. Therefore, the objective of this research is to analyze the state of the art of hotel sustainability and its impact on productivity, trying to shed some light to the COVID-19 tourism recovery. The method used is based on the application of the Knowledge Development Process - Constructivist (ProKnow-C), providing a structured, rigorous procedure that minimizes the use of randomness and subjectivity in the bibliographic review process. As a result, 13 relevant and aligned with the research topic articles are obtained, enabling the identification of the main approaches proposed by the authors of this bibliographic portfolio in relation to the problem raised. The results indicate the most important bibliometric information, highlighting that most of the papers of the bibliographic portfolio positively associate proactive environmental strategies and economic performance in the hotel industry (through an improvement of efficiency and productivity, as well as a positive image on customers). In addition, and most importantly, this research would help to develop a framework that highlights the most important aspects which hotel industry should consider to overcome the COVID-19 crisis in a sustainable manner, not only from an academic perspective (being a solid basement for future research) but also with real social impact.

Keywords: Sustainability, hotel industry, productivity, tourism impact. [ID 222]

Promoting hotel innovation with social media use: the key role of co-creation with customers and absorptive capacity

Aurora **Garrido-Moreno**
University of Malaga, agarridom@uma.es

Víctor J. **García-Morales**
University of Malaga, victorj@ugr.es

Nigel **Lockett**
University of Strathclyde, nigel.lockett@strath.ac.uk

To adapt to current turbulent market conditions, tourism firms are facing increased pressure to innovate, improving existing services and developing new ones that meet customers' requirements. Social media platforms are now essential to engaging customers and capturing valuable knowledge to foster firms' innovation. Despite intensive use of these tools in the tourism sector, empirical research on the topic remains scarce. Building on a sample of 290 hospitality firms, this study examines the impact of social media use on service innovation, highlighting the key role co-creation with customers and absorptive capacity play in this process. Results contribute to the literature by confirming empirically how social media use helps to foster innovation and create business value. Findings also offer significant implications for managers, showing the pathway they must follow to become more innovative and succeed in current uncertain environment.

Keywords: Service innovation, hotels, social media, co-creation with customers, absorptive capacity. [ID 93]

Capital social y emprendimiento social femenino en el ámbito turístico: análisis bibliométrico y estructura de red de su investigación

Irene **Garzón-Molina**

Universidad de Sevilla, irenegarzonmolina@gmail.com

María Rosa **García-Sánchez**

Universidad de Sevilla, rosagar@us.es

Cristóbal **Casanueva Rocha**

Universidad de Sevilla, crocha@us.es

Resumen: El emprendimiento social en el turismo es un tema de investigación emergente que adquiere cada vez más relevancia. Su objetivo es crear valor social en las comunidades en las que opera que, como consecuencia, contribuye al desarrollo sostenible de la propia industria. La literatura científica sobre este tema pretende responder a la pregunta de cómo crean valor estas empresas sociales. Por lo tanto, resulta primordial estudiar cómo se relacionan estos emprendedores y cómo se forma su capital social para alcanzar el éxito. Este estudio se centra en las mujeres emprendedoras sociales debido a su tendencia a apoyarse en sus redes informales como estrategia para superar los obstáculos y aumentar su impacto. Por lo tanto, este estudio tiene dos objetivos. En primer lugar, realizar un mapeo de los artículos que tratan sobre el capital social y el emprendimiento social femenino en el ámbito del turismo mediante un análisis bibliométrico, con el fin de conocer el estado de la cuestión de este tema. Y, en segundo lugar, utilizar la metodología del análisis de redes sociales, para determinar cómo está formada la estructura de red de esta comunidad científica, identificando cliques, autores centrales, autores periféricos y aquellos que sirven de intermediarios en esta estructura. En consecuencia, este estudio pretende servir de base para futuras investigaciones sobre el papel de las redes en el éxito del emprendimiento social femenino en el ámbito del turismo y fomentar su desarrollo.

Palabras clave: Social capital, female social entrepreneurship, networks, bibliometric analysis, social network analysis. [ID 421]

La influencia de la IOT en la privacidad de los usuarios en las empresas turísticas

Vera **Gelashvili**

Universidad Rey Juan Carlos, vera.gelashvili@urjc.es

Juan Gabriel **Martínez-Navalón**

Universidad Rey Juan Carlos, juangabriel.martinez@urjc.es

Para la sustentación y crecimiento del turismo en zonas de interior es importante que qué la oferta de servicios sea moderna y atractiva. Por ello es fundamental la digitalización de la oferta turística no solo para la gestión de las organizaciones sino también en la oferta de servicios digitales a los clientes. Ofrecer servicios como llave digital, servicios mediante app, 5G o Internet De La Cosas (IOT) es fundamental en la satisfacción de los clientes y en la sustentabilidad del turismo de calidad. Pero dicha digitalización puede provocar también una barrera de entrada para algunos clientes por miedo a la falta de privacidad al utilizar una elevada digitalización. Por este motivo en el estudio planteado se analiza la opinión de 519 turistas sobre cómo influye el uso del IOT desde el punto de vista de su privacidad y como este podría modificar su nivel de satisfacción y este a su vez sobre la confianza de sus experiencias turísticas futuras.

Keywords: IOT, privacidad, satisfacción, turismo, digitalización. [ID 455]

Astrotourism in San Andrés de Pica, Chile as a Starlight town

Pablo Gerardo-Suazo

Universidad de Tarapacá, psuazov@academicos.uta.cl

Chile es uno de los destinos mas importantes para el desarrollo del astroturismo, esto se fundamenta en la calidad de sus cielos, lo que ha generado que el 40% de la infraestructura óptica de observación astronómica mundial se encuentra en el país, teniendo una proyección para los próximos años del 70%. Es así como, el astroturismo emerge como actividad generadora de valor en zonas rurales, contribuyendo a la sustentabilidad y diversificación de experiencias en la oferta local. Tal es caso de la localidad de San Andrés de Pica, la cual es considerada un oasis en el desierto de Atacama ubicada en la zona septentrional de Chile, en la región de Tarapacá. El objetivo de esta investigación aplicada fue evaluar la potencialidad del astroturismo en localidad de San Andrés de Pica, a través de la implementación de la certificación Starlight. Para este proceso se desarrolló una metodología participativa permitiendo que distintos actores privados y públicos del territorio fuesen protagonistas en la construcción de una opción para el desarrollo sostenible. Los resultados obtenidos fueron; la creación de una gobernanza, acciones para la protección de los cielos nocturnos de la contaminación lumínica, implementación de nuevos negocios en materia astrofotografía, excursiones, alojamientos astroturísticos, eventos estelares e interpretación arqueo-astronómica. Para el capital humano se ejecuta un diploma en turismo astronómico y turismo patrimonial y en materia de identidad se genera una marca astroturística de la región. Por último, la obtención de la certificación como pueblo Starlight para la localidad de San Andrés de Pica.

Palabras clave: Desarrollo local, sustentabilidad, astroturismo. [ID 362]

The hidden potential of rural destinations as an accessible tourism product: benefits and constraints of people with visual disabilities

Ana Catarina Gomes

University of Aveiro, catarinassgomes@ua.pt

Maria Celeste Eusébio

University of Aveiro, celeste.eusebio@ua.pt

While accessibility in tourism is a trend already studied by academia, a limited number of studies analyse the participation of people with visual disabilities (PwVD) in tourism activities. In recent years, there has been a growing demand for rural tourism, yet literature on the pursuit of rural destinations by PwVD is scarce. To fill this gap, this study aims to identify the main constraints faced by PwVD in rural destinations, and the benefits sought. Moreover, this study also intends to identify the characteristics that a rural tourism destination must have to be considered an accessible tourism destination to PwVD. To achieve these goals, a mixed method approach was used to collect and analyse data from interviews with PwVD and online user-generated content, as well as the in-loco observation of the accessibility issues faced by PwVD in a specific rural destination from the Central Region of Portugal. Results showed that PwVD find rural destinations attractive and particularly beneficial, looking for sensorial stimuli in nature. Several constraints were identified as barriers to engaging in rural tourism, such as the lack of public transport, lack of accessible information and the inaccessible rural public space. Lack of public transport was considered one of the greatest travel constraints. PwVD use various strategies to overcome these constraints, often relying on smartphone apps and on other visitors. Based on these results, a set of guidelines and strategies based on universal design were created as to make rural destinations accessible to PwVD.

Keywords: Accessible tourism, rural tourism destinations, people with visual disabilities, mixed method approach, benefits sought, travel constraints. [ID 349]

El enoturismo en perspectiva

Diego **Gómez-Carmona**

Cadiz University, diego.gomezcarmona@gm.uca.es

Pedro Pablo **Marín Dueñas**

Cadiz University, pablo.marin@uca.es

Nelson Manuel da Silva de **Matos**

ESGHT, University of Algarve and CinTurs, nmmtos@ualg.pt

Marisol B. **Correia**

ESGHT, University of Algarve, CiTUR and CinTurs, mcorreia@ualg.pt

En la actualidad, las visitas a bodegas, viñedos, catas y degustaciones de productos típicos son paramuchas regiones del mundo una parte fundamental de desarrollo rural, sostenible y tecnológico. Sí bien, el desarrollo del enoturismo se ha estudiado desde diferentes perspectivas, aún existen determinados aspectos que la literatura científica no ha explicado en profundidad o existe cierta confusión que dificulta la comprensión de algunas actividades enoturísticas y sus subdominios dentro del enoturismo. Esta falta de claridad en el desarrollo teórico y empírico sobre el conocimiento científico generado en los últimos años, justifica un análisis constante sobre el estado actual del arte. Con el objetivo de mejorar el conocimiento sobre el estado de la cuestión y desarrollar el campo de investigación sobre enoturismo el presente trabajo, realiza un análisis bibliométrico en perspectiva mostrando la evolución experimentada en las dos últimas décadas, mediante métodos matemáticos y estadísticos. Los resultados muestran un cambio en el cuerpo de investigación de la primera década de estudio (2000-2010) a la segunda (2011-2021), donde se incorporan temas como: satisfacción, turismo gastronómico, eventos turísticos y perspectivas del enoturismo.

Keywords: Enoturismo, análisis bibliométrico, análisis de co-palabras, mejores autores, Web de la Ciencia, índice de citas. [ID 66]

Earnings Management in the hospitality industry: A systematic literature review

Beatriz **Gonçalves**

Faculty of Economics, University of Algarve and CinTurs, bagoncalves@ualg.pt

Luís Serra **Coelho**

Faculty of Economics, University of Algarve and CEFAGE, lcoelho@ualg.pt

Patrícia **Pinto**

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

This paper aims to discuss the impact of Earnings Management (EM) practices in the hospitality industry and identify research gaps to be investigated in future research. The methodology is based on a systematic literature review (SLR), including 15 academic papers in the final sample, published from 2004 to 2021. There is clear evidence of EM practices in the hospitality industry, which are implemented through different techniques. Yet, several research gaps still persist. For instance, little is known about the EM behaviour of multinational hotel chains or private Small and Medium-sized Enterprises (SMEs), and we still do not know how such opportunistic behaviour is impacted by different variables. The recent COVID-19 pandemic also offers interesting future research opportunities. Despite the earnings management topic being widely explored in the literature, this SLR shows that the investigation of EM within the hospitality industry is very scarce. Nevertheless, since EM reduces the quality of financial reporting, these practices are a problem for investors, auditors, regulators and other stakeholders, who must rely on earnings disclosure to make decisions, which justifies the importance of its study.

Keywords: Earnings Management, Systematic Literature Review, Hospitality industry. 541

Re-defining cultural tourism experiences: the role of the iHERITAGE med diet mobile application in intangible heritage in Tavira, Portugal

Maria Alexandra Patrocínio Rodrigues **Gonçalves**
ESGHT, University of Algarve and CinTurs, marodrig@ualg.pt

Laura Lou **Dorsch**
University of Algarve, ldorsch@ualg.pt

The scientific-technological agenda of interactive research of the iHERITAGE project (B_A.2.1_0056) offers a cultural, historic, and immersive experience of the intangible cultural heritage of the Mediterranean Basin. The University of Algarve (UAlg) as one of the partners in this project, follows the approach of innovative ecosystems within the world of sustainability, tourism, and new technologies. The methodology is centred on a systematic organization of content creation, multidisciplinary research, and configuration processes in Algarve's geography, historical background, and cultural legacy. Therefore, the development, the architecture, and functionalities of the iHERITAGE MED DIET, a mobile application, are highly dependent on trust and reputation management and subscribe to the possibility of territorial cooperation and proper instalment of the virtual setting, as well as the suitable management of all content related to the internal processes of the Mediterranean Diet (MD). The contribution of national and regional entities through MOU's (Memorandum of Understanding) and RA's (Research Agreements) entails the measures for a correct analysis of audio-visual and written documentation, as well as the necessary tools for market research, budget, and graphic design of the app and sequential back office. The subscription of this cultural experience is directed to the local community, the flow of tourists, and every internal activity and decision-making process concerning the sense of identity of Algarve within the app is presented to UPIG's (users, providers, influencers, governance) in Living Labs and Local Supporting Groups for further joint research and enrichment of content.

Keywords: Intangible cultural heritage, tourism, tourist experience, augmented reality, sustainability, identity, Mediterranean Diet. [ID 409]

The impact of tourist taxes on Portuguese local budgets

Soraia **Gonçalves**
Polytechnic Institute of Cávado and Ave and UNIAG, soraia@ipca.pt

Laurentina **Vareiro**
Polytechnic Institute of Cávado and Ave and UNIAG, lvareiro@ipca.pt

Eva **Miranda**
Polytechnic Institute of Cávado and Ave, emiranda@ipca.pt

Musgrave (1959) believed that governments have three functions: allocating public goods, redistributing income, and stabilizing the economy. Most of the economic literature argues that only the allocation of public goods should be decentralized to the municipalities given the spatial heterogeneity of preferences for local public goods. According to the fiscal equivalence principle there should be no benefits of local public goods for non-residents of the municipality that do not contribute to them (spillovers) nor costs that are exported to non-residents who do not benefit from local public goods. So good local governance involves efficient allocation of resources, however, inefficient provision cases are well known as the case of tourists that benefit from the environment and public services, two fundamental components of the tourism product as spillovers. This is a problem of insufficient provision; therefore the use of taxes. This paper reviews the principles by which tourism should be taxed and focuses on the Portuguese municipalities, that often suffer with inadequacy of funds and increasingly adopt tourist taxes as part of its financing structure. This intends to be an exploratory paper to understand the impact that tourist taxes have on the public budgets of Portuguese municipalities through a descriptive and secondary data analysis perspective.

Keywords: Taxation, tourism, municipalities, spillovers. [ID 542]

Tourist destination competitiveness: an international approach

Maria Rosario **González-Rodríguez**

Faculty of Tourism and Finance, University of Seville, rosaglez@us.es

María Carmen **Díaz-Fernández**

Faculty of Tourism and Finance, University of Seville, cardiaz@us.es

Noemí **Pulido-Pavón**

Faculty of Tourism and Finance, University of Seville, npulido@us.es

The paper analyses the competitiveness of international tourist destinations from the information provided by the World Economic Forum (WEF). A hybrid methodological approach is applied to determine how well the tourist destinations behave in terms of competitiveness. Data Envelopment Analysis is employed to calculate the efficiency scores and therefore the competitive advantage of those tourist destinations involved in the study. A comparison between the comparative advantage and competitive advantage of the international destinations are also displayed in the present study. The findings reveal that not always countries with high comparative advantage behave efficiently in terms in comparative advantage. The results provide accurate information for DMOs to improve their managerial actions that might lead to a highly competitive advantage from their supporting factors and resources.

Keywords: Competitiveness, Tourist destinations, DEA, DMOs, Resources, comparative advantage, efficiency. [ID 263]

Fatores que influenciam a satisfação e lealdade dos clientes na prestação de serviço pelo Metrô-BH

Marlusa de Sevilha **Gosling**

Universidade Federal de Minas Gerais, mg.ufmg@gmail.com

Weslen Falcão de **Souza**

Universidade Federal de Minas Gerais, weslencw@gmail.com

Stela Cristina Hott **Corrêa**

Universidade Federal de Minas Gerais, stelachc@gmail.com

Iury Teixeira de Sevilha **Gosling**

Universidade Federal de Minas Gerais, iurygosling@gmail.com

Eduardo Teixeira **Magalhães**

Universidade Federal de Minas Gerais, edu.magalhaes7@outllok.com

O transporte metroviário é um dos principais meios de locomoção em várias cidades pelo mundo e os conhecimentos os antecedentes da satisfação e da lealdade dos usuários são de extrema importância para os gestores, servindo de parâmetro na realização de um planejamento que busque tornar as viagens de seus clientes mais agradáveis e, conseqüentemente traga maior retorno com a fidelidade de seus usuários. O trabalho propõe-se a estudar os antecedentes da satisfação e da lealdade no contexto do serviço de transporte metroviário de Belo Horizonte. Este trabalho foi formalizado por meio de uma pesquisa exploratória em relatórios de gestão e de controle de reclamações do Metrô de Belo Horizonte e da aplicação de um survey a 500 usuários dentro das estações e trens do sistema. Os resultados do trabalho mostraram que a variável Valor percebido foi o principal preditor da satisfação e na variável lealdade tivemos a satisfação como principal antecedente. Mas podemos concluir que o Valor percebido é a principal variável, pois através dela pode-se alcançar a satisfação, que leva a lealdade.

Palavras-chaves: Satisfação dos clientes, lealdade, qualidade, percepção de valor, expectativa do cliente, transporte público. [ID 199]

O comportamento do consumidor e a eficácia das estratégias de marketing esportivo

Marlusa de Sevilha **Gosling**

Universidade Federal de Minas Gerais, mg.ufmg@gmail.com

Gabriel Henrique Rocha **Santos**

Universidade Federal de Minas Gerais, santos.gabrielhr@gmail.com

Iury Teixeira de Sevilha **Gosling**

Universidade Federal de Minas Gerais, iurygosling@gmail.com

Humberto Elias Garcia **Lopes**

Universidade Federal de Minas Gerais, heglopes@icloud.br

O futebol é um esporte que atrai milhões de pessoas em todo o mundo. Assim, ele é um negócio relevante, movimentando expressivos recursos financeiros e envolvendo governos, empresas e times. Nesse cenário, o marketing esportivo tem sido visto como um instrumento para ampliar a capacidade do futebol em criar lucros para os envolvidos nesse negócio. Para isso, as estratégias de marketing esportivo usualmente voltam-se para um elo fundamental: o comportamento de compra do torcedor.. Consequentemente, isso elevaria o consumo dos produtos esportivos desse time, valorizando sua atuação no mercado. Assim, haveria mais recursos financeiros que, uma vez corretamente apropriados, poderiam ser reinvestidos no time, criando um círculo virtuoso de recursos. A literatura de marketing ainda é falha em verificar se essa relação ocorre na prática. Este artigo contribui para essa discussão ao mensurar a efetividade das estratégias de marketing esportivo sobre o comportamento de compra dos torcedores de futebol. Por meio de um estudo quantitativo, concluiu-se que essas estratégias são relevantes, mas não decisivas na relação entre o torcedor e a compra dos produtos relacionados ao seu time de futebol.

Palavras-chave: Marketing esportivo, estratégia, futebol, consumidor. [ID 204]

Pesquisa de satisfação dos alunos assistidos pela Fundação Universitária Mendes Pimentel

Marlusa de Sevilha **Gosling**

Universidade Federal de Minas Gerais, mg.ufmg@gmail.com

Juliana Ribas de **Moura**

Universidade Federal de Minas Gerais, julianaribasbh@gmail.com

Iury Teixeira de Sevilha **Gosling**

Universidade Federal de Minas Gerais, iurygosling@gmail.com

Eduardo Teixeira **Magalhães**

Universidade Federal de Minas Gerais, edu.magalhaes7@outlook.com

Millena Bragança de **Sousa**

Universidade Federal de Minas Gerais, millena.braganca@gmail.com

A histórica desigualdade socioeconômica no Brasil tem grande influência nas oportunidades de acesso da população de baixa renda ao ensino superior. De modo a minimizar isso, o Governo Federal promoveu, ao longo das décadas de 2000 e 2010, diversas ações de inclusão social, as quais levaram a uma ampliação do número de alunos provenientes de classes populares em Instituições Federais de Ensino Superior (IFESs). Entretanto, é preciso garantir não apenas o acesso, como também as condições necessárias à permanência desses estudantes nas IFESs, a partir de programas como o Plano Nacional de Assistência Estudantil (Pnaes). Na Universidade Federal de Minas Gerais, esses serviços são prestados pela Fundação Mendes Pimentel. Considerando o conceito de *Transformative Service Research*, que destaca a influência dos serviços no bem-estar do consumidor e, consequentemente, a importância da satisfação do mesmo, este estudo teve como objetivo a investigação dos motivos que levam à satisfação dos alunos da UFMG com os benefícios oferecidos pela Fump. Para isso, a coleta de dados dividiu-se em uma etapa qualitativa, onde foram entrevistados 168 estudantes, e em outra quantitativa, com 667 respondentes.

Palavras-chave: Satisfação, serviços, assistência estudantil. [ID 210]

The sustainability challenge in Cambodia: Ethical travel post-Covid

Simone Grabowski

UTS Business School, University of Technology Sydney, simone.faulkner@uts.edu.au

Najmeh Hassanli

UTS Business School, University of Technology Sydney, najmeh.hassanli@uts.edu.au

There has been growing concerns in the sustainable tourism literature that travel organisations and travellers can perpetuate global inequalities and extend neo-colonialist structures, especially in the Global South. A key question that remains unanswered is: how alternative forms of travel can best get done in practice?, particularly given global inequalities, neo-colonialism and post-crisis. We attempt to address this question by taking the case of Cambodia, where various community organisations and groups have started delivering and supporting alternative forms of tourism in retaliation to the country's unsustainable tourism expansion.

Community-led organisations in the Global South have long responded to local needs for sustainability and can provide ethical alternatives from Western or Eurocentric models. Our qualitative research takes an emic perspective to understanding community knowledge, values, and practices in relation to ethical travel in Cambodia. We have conducted pilot interviews with several owners/operators of local community-run tourism initiatives that proclaim to be 'ethical' in nature. The next stage of our research involves interviews with organisation members of the Experience Mekong Collection – which showcases responsible and sustainable travel experiences in the Greater Mekong Subregion. Our paper will consolidate and present the key themes identified from the interview data. We conclude by developing a best practice framework for practicing travel ethically in Cambodia that may be transferable to other countries in the Global South.

Keywords: Cambodia, community, ethics, global south, sustainable tourism. [ID 513]

O marketing social como condutor-chave da transição para a economia circular: Estudo de caso do Município de Loulé

Ana Grilo

Faculty of Economics, Universidade do Algarve, anaraquelsilvalimagrilo@gmail.com

Patrícia Pinto

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

Dora Agapito

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

O atual modelo económico levanta questões ao nível da sustentabilidade nas sociedades modernas. Sendo a economia circular apontada como a solução para os problemas causados pela sobrepopulação e atividade humana, torna-se relevante estudar as estratégias dos municípios ao nível de responsabilidade social, contextualizar as perceções dos residentes a fim de definir programas de marketing, que promovam uma alteração de comportamentos positiva e eficaz. Atento à problemática das alterações climáticas e consciente dos riscos para o território e população, o município de Loulé tem sido pioneiro na implementação de estratégias de sustentabilidade e economia circular. Com recurso a uma abordagem exploratória e o objetivo de compreender em que medida o marketing social serve a transição para a economia circular, foram recolhidos dados secundários e primários que permitiram enquadrar as medidas de adaptação às alterações climáticas adotadas pelo Concelho de Loulé num quadro operacional da economia circular, aprofundar as perceções dos residentes do município sobre as diferentes dimensões da responsabilidade social da autarquia, e perceber o seu nível de consciência ambiental e consequente prática de comportamentos pró-ambientais. A relação existente entre sociedade-economia-ambiente sugere que sejam considerados aspetos sociopsicológicos e necessidades emocionais do indivíduo nas abordagens que procuram incentivar uma mudança de comportamento. Apesar da maioria dos residentes reportarem comportamentos pró-ambientais, estes revelam também algum desconhecimento dos programas com foco no ambiente do Concelho, resultando na sua fraca envolvência em muitas das iniciativas promovidas pelo município.

Keywords: Marketing social, comportamentos pró-ambientais, consciência ambiental, economia circular. [ID 293]

Sustainable tourism observatory platform development

Joel Guerreiro

University of Algarve, jdguerreiro@ualg.pt

Pedro Cavalheiro

University of Algarve, pbcavalheiro@ualg.pt

Monitur project aims to provide an observatory platform to present information of the tourism sustainability of the Algarve region. There are a set of objectives to be achieved with the creation of the Sustainable Tourism Observatory (STO) platform, such as the development of a tool that allows the creation of different kinds of inquiries to be applied on residents or tourists or the platform to become auto-sustainable with the creation of Application Programmable Interfaces (API) to collect the needed data from distinct data sources and provide Key Performance Indicators (KPI) and statistics for decision making and analysis. Other goals are to be achieved with the development of the STO platform like the development of a Business Intelligent engine to create different and complex indicators using distinct formulas or an Artificial Intelligence module to suggest data correlations, detect patterns and predict future behaviours from the collected data. All of these results are to be presented in a computerized infrastructure with dashboards and hierarchy levels accesses to inform decision-makers so that they can design measures for a more sustainable tourism development in the Algarve region, considering all data collected and information provided by the STO platform.

Keywords: Sustainable Tourism Observatory Platform, Business Intelligent Engine, Artificial Intelligence, API, KPI. [ID 588]

A imagem experiencial do destino turístico: uma abordagem qualitativa junto dos turistas no Algarve

Manuela Guerreiro and Patrícia Pinto

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt, pvalle@ualg.pt

Bernardete Dias Sequeira

University of Algarve, CinTurs and CICS.NOVA, bsequei@ualg.pt

Nelson Manuel da Silva de Matos

ESGHT, University of Algarve and CinTurs, nmmatos@ualg.pt

Dora Agapito and Rafaela Martins

FE, University of Algarve and CinTurs, dlagapito@ualg.pt, rsmartins@ualg.pt

Célia M. Q. Ramos and Luís Nobre Pereira

ESGHT, University of Algarve, CinTurs, cmramos@ualg.pt, lmp@ualg.pt

Magda Fernandes Wikesjö

Faculty of Economics, University of Algarve and CinTurs, mmwikesjo@ualg.pt

A imagem do destino turístico é um fator de competitividade, pois influencia a tomada de decisão e o comportamento dos turistas. Considerado um constructo complexo, a imagem do destino inclui atributos únicos, impressões holísticas, características funcionais e psicológicas, atributos comuns e exclusivos do lugar. O construto é, portanto, abordado como multi-dimensional. A maioria dos trabalhos sobre imagem dos destinos utilizam técnicas de análise estruturadas em comparação com métodos qualitativos assentes em perguntas abertas e entrevistas, mais adequados para captar a natureza única, complexa, holística e específica do lugar. Na sequência desta lacuna, este estudo visa explorar as componentes e atributos da imagem do Algarve aos olhos dos turistas que visitam a região. No âmbito do projeto TurExperience, e atendendo à sazonalidade do destino, foram realizadas entrevistas semiestruturadas a turistas que visitam a região ao longo do ano, nas épocas alta e baixa. A análise temática permite concluir que a imagem do Algarve é definida principalmente pela Praia, pelas Paisagens, pela Gastronomia, pelo Património Cultural e pelas Atividades Realizadas nas férias. O Algarve também é visto como um lugar com Harmonia, com uma Atmosfera Feliz e Amiga e lugar de Experiências Vibrantes. Praia, Cidades Património Cultural e Patrimonial, Atrações, Fauna e Flora e Paisagem são os atributos únicos mais reconhecidos. Os resultados têm implicações práticas relevantes para o desenho de estratégias de marketing dos destinos, posicionamento e gestão da marca.

Palavras-chave: Imagem de Destino, Imagem experiencial, pesquisa qualitativa, análise temática, Algarve. [ID 571]

Hospitality employers and employees' perceptions regarding covid 19 support measures: the case of the Algarve Region (Portugal)

Cláudia Helena Nunes **Henriques**
ESGHT, University of Algarve and CinTurs, chenri@ualg.pt

Fátima Lampreia **Carvalho**
University of Algarve and CinTurs, flicarvalho@ualg.pt

This paper aims at investigating hospitality employers and employees' perceptions regarding governmental policies and measures implemented during Covid 19 crisis, in the Algarve, one of the most tourist regions of Portugal. The methodological framework is associated with a case study based on a set of 51 interviews to Algarvean hospitality employers and employees. A content analysis of interviews on the effects of the pandemic on hospitality was carried using the software QSR NVivo 12. Covid 19 employment impacts were considered as 'very high' and 'high' in the Algarvean hospitality. Portuguese governmental intervention was classified as good, but more support should be enhanced, namely associated with four main policy areas such as 'income-generating support measures', 'cost reductions', 'legal framework', and 'health and safety'.

Keywords: Employment, Covid-19, tourism and hospitality, governmental intervention, state. [ID 385]

Feeling or fame: what motivates the audience to consume flamenco live shows?

Jesús **Heredia-Carroza**
Universidad de Sevilla, jheredia1@us.es

Luis **Palma**
Universidad de Sevilla, lpalma@us.es

Luis F. **Aguado**
Pontificia Universidad Javeriana Cali, lfaguado@javerianacali.edu.co

Jesús **Peña-Vinces**
Universidad de Sevilla, jesuspvinces@us.es

Feeling and fame play a crucial role in the success of the music business. In the context of the Spanish music sector, this research evaluates the impact of both variables on flamenco live show consumption, as a significant example of traditional popular music. At the same time, the effect that feelings have on fame was analyzed. Employing a sample of 584 flamenco consumers through a model of structural equations, it was able to answer the above questions. The results revealed that feelings have a positive effect on the consumption of live shows and on fame. However, fame itself has a negative effect on consumption. Such results also suggest that as traditional popular music consumers have a particular way to take decisions about attendance. As a result, this study demonstrates the role in the consumption of music and how fame is critically influenced by them. Finally, this model was applied to the flamenco consumer context for the first time in this research, which contributes to the marketing literature.

Keywords: Consumption, live concerts, feeling, fame, traditional popular music, flamenco, Spain. [ID 524]

What determines holiday transport mode choice? a portfolio choice study

Anja **Hergesell**

UTS Business School, anja.hergesell@uts.edu.au

Choices related to travel between home and holiday destination(s) have been identified as critical in the extent to which a vacation contributes to climate change. Studies have identified key determinants for transport mode choice, including travel time and price. However, most research continues to study decisions in isolation rather than acknowledging and reflecting the complexity of overall vacation decision making in the research design. This is the case despite increasing evidence that vacation decision making involves numerous interrelated decisions of varying sequence.

The present study with 344 German tourists addressed this limitation by adopting a quasi-experimental design including multiple sub-decisions and allowing for the estimation of interaction effects. Discrete choice modelling was used to estimate the extent to which selected transport mode attributes, other vacation sub-decisions and selected consumer characteristics affect the utility of transport modes and hence their likelihood of being chosen.

The study found price changes to affect the perceived utility of travel alternatives significantly, but suggested that current price-based policies addressing plane use have a negligible effect when compared to utility changes of other product attributes such as changes in travel time. It also confirmed earlier qualitative research on the interconnectedness of travel choices, in particular, transport mode, destination and travel duration choice, and noted differences according to consumer characteristics, particularly the level of environmental commitment, place of residence, education and kids in the household. Based on the findings, important policy measures are suggested to influence future tourist behaviour positively.

Keywords: Transport mode choice, discrete choice experiment, environmental behaviour, choice modeling [ID 539]

Análisis conceptual de los *free tours* y sus principales características distintivas

Jose Manuel **Hernández Mogollón**

Universidad de Extremadura, jmherdez@unex.es

Guadalupe Macías **Gómez de Villar**

Universidad de Extremadura, gmaciasg@alumnos.unex.es

Ana María **Campón Cerro**

Universidad de Extremadura, amcampon@unex.es

Elena **Sánchez Vargas**

Universidad de Extremadura, esanchezib@alumnos.unex.es

El fenómeno de los *free tours* nace en 2003 en Alemania para expandirse a continuación especialmente por Europa. Al inicio, estos *tours* fueron considerados parte del concepto de economía colaborativa aunque, con el paso del tiempo, se ha demostrado que se acerca más a una estrategia de marketing encuadrada en el concepto de economía pseudo-compartida. El objetivo de este trabajo se centra en analizar las cuestiones conceptuales asociadas a este fenómeno turístico, así como identificar sus principales características distintivas frente a los *tours* tradicionales. A través de la revisión de la literatura realizada, que observa que los *free tours* poseen factores característicos de la economía compartida, como el afán por crear confianza en los clientes, consiguiendo una buena reputación a través de los comentarios dejados por los turistas en redes y plataformas de opinión, siendo éste un factor fundamental para este tipo de negocio. Tampoco existe competitividad entre los guías, sino colaboración y ayuda mutua. Otras características distintivas frente a los *tours* tradicionales apuntan hacia un público más variado, la reducción o eliminación de la intermediación, una comunicación guía-turista más informal y un precio no definido. Estos *tours* también destacan por estar adaptados a las nuevas necesidades de los turistas que buscan vivir experiencias más allá del *tour* tradicional. Sin embargo, los *free tours* mueven un menor nivel de personas, generan menos ingresos que otros sectores del turismo, y su marco legal todavía se encuentra en evolución, cuestiones que suponen retos para su futuro.

Palabras clave: *Free tours*, revisión de literatura, experiencias turísticas, marketing turístico. [ID 127]

Antecedentes de la co-creación de valor en comunidades virtuales de ecoturismo: gamificación, participación

Laura **Hernández-López**

University of Granada, aurahlz@gmail.com

Salvador Del **Barrio-García**

University of Granada, dbarrio@ugr.es

M. Belén **Prados-Peña**

University of Granada, bprados@ugr.es

En la actualidad podemos encontrar plataformas virtuales de co-creación de valor (CCV) de éxito como TripAdvisor, Airbnb o Couchsurfing en las que los turistas pueden interactuar y co-crear experiencias desde una forma colaborativa. También, en las últimas décadas se ha incrementado el número de consumidores que están buscando activamente productos que se perciban ecológicamente como más sostenibles. El principal objetivo de este trabajo es analizar cómo los ecoturistas co-crean valor en plataformas virtuales, para lo que se propone un modelo teórico de antecedentes de la co-creación de valor, centrando nuestra atención en la gamificación y en el comportamiento de participación del usuario. Asimismo, se examina el papel moderador que la tipología de ecoturistas tiene en la formación de la co-creación de valor. Se ha llevado a cabo un estudio cuantitativo basado en encuestas sobre una muestra de ecoturistas de un portal de ecoturismo. Los resultados del análisis de datos han puesto de manifiesto interesantes relaciones y conclusiones de valor para los gestores turísticos

Keywords: Co-creación de valor, gamificación, participación, tipología ecoturista, comunidades virtuales, ecoturismo. [ID 197]

Tourism 2030 and the contribution to Sustainable Development Goals

Cathy H. C. **Hsu**

The Hong Kong Polytechnic University, cathy.hsu@polyu.edu.hk

Dimitrios **Buhalis**

Bournemouth University, dbuhalis@bournemouth.ac.uk

Vanessa Y. Y. **Wu**

The Hong Kong Polytechnic University, vanessay.wu@connect.polyu.hk

Tourism and Hospitality have a great potential to contribute to the Sustainable Development Goals (SDGs) by 2030. A series of critical incidents including COVID, wars, energy crisis, inflation, etc, have been challenging the global tourism industry. However, it is clear that tourism will be leading the economic recovery and regional development empowering global resilience. Despite more focused studies having emerged to discuss the relationship between tourism and certain one or several SDGs, this paper provides a holistic analysis of how tourism brings positive and negative impacts to each of the SDGs. In doing so, a comprehensive keyword search in Scopus during 2010-2022 has been conducted to support a systemic review. The findings summarize the positive and negative impacts towards the 17 SDGs at the individual, micro, macro, and regional level with recent empirical evidence support. The findings also map SDGs' interrelated relationship from a tourism perspective and the tourism-SDGs pyramid model to showcase Tourism 2030 Agenda and the best way to address each of the SDGs.

Keywords: Sustainable Development Goals (SDGs), tourism, impact, systemic scoping review, critical analysis. [ID 622]

Indicadores Smart para la medición del grado de accesibilidad del destino turístico

Daniel Imbert-Bouchard

CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy,
daniel.imbert@cett.cat

Ainhoa Carballido-Risco

CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy,
ainhoa.carballido@cett.cat

El presente artículo pretende analizar el grado de representatividad que tiene la accesibilidad en el marco de cinco sistemas de indicadores específicos en materia Smart, susceptibles de aplicación para destinos turísticos. El texto parte de un corpus teórico en el que se sustenta la necesidad de afrontar los retos de los destinos turísticos mediante herramientas capaces de medir y evaluar su competitividad, siendo el factor de accesibilidad definido de una manera amplia, como uno de los pilares diferenciales para su consecución. Se expone, además, los avances que los destinos experimentan hacia un modelo basado en el fenómeno Smart y la irrupción de nuevas teorías para entender el turismo y su gestión. A través de una metodología cuantitativa y cualitativa aplicada en sistemas de indicadores, se muestra una variedad en el número, la composición y la estructura semántica referida a la accesibilidad y sus derivaciones. Un hecho que contrasta con la poca coherencia si se relaciona con los principios inspiradores que definen los destinos inteligentes hoy día. En contra de lo que se podría esperar, la accesibilidad está lejos de ser abordada en la lógica de los destinos inteligentes como un elemento clave, abordándose desde una perspectiva superficial y más cercana a la inclusividad per sé, que a otros enfoques más territoriales, tecnológicos o relacionados con el transporte, entre otros.

Palabras Clave: Accesibilidad, competitividad, indicadores, smart destination. [ID 477]

Internal CSR and External CSR in hospitality industry of UK and Pakistan: The role of identification, performance and extra-role behavior

Muhammad Ishtiaq Ishaq

Quaid-i-Azam University, ishaq.muhammadishtiaq@gmail.com

Huma Sarwar

University of Brescia

Junaid Aftab

University of Brescia

The hospitality industry is playing its important role in world's economy, but also facing adverse impact on both socially and environmentally aspect of the society. Therefore, this study examines the direct influence of internal CSR and external CSR on creative performance and extra-role behavior in hospitality industry. Moreover, the study also addresses the mediating role of organizational identification and ethical leadership in cross-cultural context. Using multi-respondent, and time-lagged data collection strategy, the responses from 239 UK and 260 Pakistani upscale hotels' employees were collected. The results exhibit significant cultural differences in Pakistani and UK hospitality industry as internal CSR as relatively stronger influence in Pakistani situation, while organizational identification mediates the relationships. Additionally, the results also confirmed that ethical leadership moderates the association of internal CSR and external CSR with organizational identification in both cultures.

Keywords: Internal CSR, external CSR, organizational identification, OCB, creative performance. [ID 610]

Mindfulness applied to tourism: an opportunity to explore the potential relationships between Mindfulness, Positive Psychology and Well-Being

Vivien **Iacob**

University of Algarve and CinTurs, vivien_jacob@hotmail.com

Cláudia **Carmo**

University of Algarve, cgcarmo@ualg.pt

Saul Neves de **Jesus**

University of Algarve and CinTurs, snjesus@ualg.pt

Over the last years, mindfulness has captivated considerable attention amongst researchers on tourism, and the results are quite promising. Although the tourism industry has experienced some fluctuations, more specifically in recent times due to the COVID-19 pandemic crisis, tourism has shown the ability to recover and improve in these changing times. In this context, research has explored the potential relationship between positive psychology and mindfulness practice to enhance well-being. This perspective has been reinforced due to the numerous benefits that may result from this relationship, namely promoting positive emotions. The tourism research has shown positive results and the potential benefits of mindfulness on tourists. Tourists who adopt mindfulness states during their travels seem to benefit from more sustainable behaviours, increased levels of satisfaction, motivation, loyalty towards the destination, and report memorable experiences. The positive impacts on health and well-being that result from the connection between mindfulness and nature have also been supported. It will be important that future research attempt to address the limitations pointed out by the studies and continue to explore the potential of the relationship between mindfulness practice and positive psychology in tourism settings, namely during travel experiences and upon returning home while maintaining individuals' well-being. Further building this knowledge aims to create conditions for human flourishing and well-being in tourism contexts.

Keywords: Mindfulness, positive psychology, psychology applied to tourism, well-being. [ID 249]

Nutritional adaptation of traditional recipes in the IT-AMGABAlgarve

Maria Rita Ferreira **Jacinto**

ESGHT, Universidade do Algarve, a65368@ualg.pt

Ezequiel **Pinto**

ESGHT, Universidade do Algarve, epinto@ualg.pt

Carlos M. **Afonso**

ESGHT, Universidade do Algarve, cafonso@ualg.pt

Manuel **Serra**

ESGHT, Universidade do Algarve, maserra@ualg.pt

Nuno **António**

Universidade Nova de Lisboa, nantonio@novaims.unl.pt

Research suggests a growing concern of clients in the availability of nutritionally adequate meals, even if clients, when searching for meal services in a tourism setting, place value in meals that reflect local culture. The IT-AMGABAlgarve project developed an online platform (maridar.pt) that allows users to identify meals and wines from the Algarve and provides their organoleptic characteristics and nutritional information. In order to present users with a more nutritionally adequate alternative, we conducted a nutritional adaptation of traditional recipes in two stages: 1) nutritional adaptation by a team in the field of nutrition, using a proprietary online management system designed for this project (OHSR - online holistic standardized recipe); 2) assessment on how the alternative recipes maintain the cultural identity and fundamental characteristics of the traditional meal, by a panel of foodservice professionals. This work shows the results of the beginning of the first stage, with 15 nutritionally adapted recipes. The main goal for nutritional adaptation was to reduce by 30% the energy of the traditional recipe, by substituting ingredients or by changing their original proportions. Whenever possible, adapted meals should also be low-salt (up to 0,3g/100g). We successfully adapted 13 of the 15 recipes analyzed in this study to low-salt and low energy versions. After the second stage, this study can help to increase the menu items available to clients, and allow those with dietary restrictions to experience important and distinctive recipes in the culinary culture of the Algarve.

Keywords: Food and nutrition, Algarve gastronomy. [ID 462]

Funding: This work was financially supported by European Structural and Investment Funds (FEEI)—Feder, within the scope of the project SAICT-ALG/39590/2018.

Company resilience in the tourism industry: An exploratory literature review

Carina Ramos Jesus

University of Algarve and CinTurs, crjesus@ualg.pt

Which characteristics determine whether a company in the tourism industry can resist and overcome a disruptive event such as a global pandemic or war? Which attributes can help companies become more resilient? In light of recent events, various studies indicate that the performance of companies in the tourism industry is affected in distinct manners, with some companies actually improving their performance during disruption. The purpose of this paper is to explore the existing literature on company resilience in the tourism industry, which was heavily affected by the COVID-19 pandemic, in order to understand the existing concepts of company resilience, identify potential resilience indicators and uncover existing research gaps that remain unexplored in the literature. To answer these research questions, this paper presents an exploratory review of publications on company resilience in the tourism industry. The results indicate that, despite the relevance of this topic, the existing literature is fragmented, and a common understanding is yet to be established in what concerns to definitions and measurement indicators that allow for quantification of the level of resilience of companies and identification of their determinants. This presents implications from an academic standpoint, as it points out the need to develop further research in the field of company resilience in the tourism industry, to identify characteristics that may influence firm survival and performance during disruptive events and help managers build more resilient companies in the future.

Keywords: Company resilience, firm resilience, tourism industry, literature review. [ID 154]

Un análisis de la Responsabilidad Social Corporativa de las Marinas Españolas

Manuel José Jiménez-Márquez

Universidad de Málaga, joseramonsanchez@uma.es

José Ramón Sánchez Serrano

Universidad de Málaga, mjimenezmarquez@uma.es

Ana José Cisneros Ruiz

Universidad de Málaga, ajcisneros@uma.es

María del Carmen Palomino García

Universidad de Málaga, mcarmenp@uma.es

El concepto de economía azul fue especialmente impulsado en la Conferencia Río+20, donde se hizo hincapié en la necesidad de instaurar la ordenación sostenible de los mares y océanos, basándose en la premisa de que unos ecosistemas oceánicos saludables son esenciales para una economía sostenible basada en sus recursos. Por su parte, la Responsabilidad Social Corporativa (RSC) está directamente ligada a la economía azul, ya que su principal propósito es permitir un crecimiento económico sostenible. En este contexto, las marinas deportivas son infraestructuras portuarias complejas que agregan valor a las zonas costeras, y que contribuyen al desarrollo económico y social del destino turístico donde se ubican. No obstante, y aunque el estudio de la RSC en el ámbito de las marinas deportivas tiene una gran relevancia tanto a nivel turístico como por sus efectos en el entorno, en la literatura previa sobre RSC, el estudio de los puertos marítimos es escaso y sólo se ha abordado el análisis de su impacto en el medio ambiente. Para cubrir este hueco en la investigación, el objetivo de la presente investigación es analizar el estado actual de la RSC de las marinas deportivas españolas. Para ello se han aplicado técnicas de ecuaciones estructurales mediante mínimos cuadrados parciales (PLS-SEM) a la información obtenida de una muestra de 60 puertos deportivos españoles estratificados por tamaño y localización. Los resultados obtenidos han determinado las barreras y los impulsores asociados con la implementación de la RSC en el sector de marinas deportivas españolas.

Palabras clave: Tourit operation, economía azul, RSC, economía sostenible. [ID 315]

Process integration method and artifacts consistency assessment in management systems (ICA)

Pedro Carlos Resende **Junior**
University of Brasília, pcrj73@gmail.com

Luiz Fernando Costa Pereira da **Silva**
Corporate University of Correios, fernandocps@hotmail.com

Ronaldo Soares **Santana**
Corporate University of Correios, ronaldo.sprint@hotmail.com

Ricardo Ken **Fujihara**
Corporate University of Correios, ricardowho@gmail.com

William Souza **Viana**
Corporate University of Correios, williamsouzaviana@gmail.com

The research aimed to present a process integration method for managing the capacity to integrate processes in the value chain and assess the consistency of the respective artifacts related to stakeholder requirements. The research used a mixed – qualitative and quantitative – approach to data collection and analysis. The research is also descriptive, as it presented the description of an organizational system, its subsystems, artifacts, and integrations mapped in a large Brazilian organization in the service sector. This research can also be considered a case study, as the methodology followed the assumptions to test the proposed method in a large Brazilian service sector organization. The main results point to the development of two scales for measuring organizational consistency: (a) validation of the level of updating of artifacts; and (b) diagnosis of technological adherence. The method mapped 16 organizational subsystems, 142 artifacts, and 666 integrations.

Keywords: Integration, process, requirements, validation. [ID 162]

Placemaking e suas contribuições para a gestão do turismo

Daniela Ferreira Flores **Longato**
Universidade Municipal de São Caetano do Sul, d.daniela.flores@gmail.com

Raquel da Silva **Pereira**
Universidade Municipal de São Caetano do Sul, raquelpereira2030@gmail.com

Angelo **Palmisano**
Centro Universitário Várzea Grande, angelopalmsano@uol.com.br

Placemaking gera oportunidades de um olhar mais atento para a Gestão do Turismo, este trabalho objetivou analisar como os conceitos de *placemaking* podem contribuir para a gestão do Turismo. O lócus de pesquisa é Paranapiacaba, vila tombada pertencente ao município de Santo André (SP), Brasil. A pesquisa é qualitativa, de caráter exploratório e descritivo. Utilizou-se o modelo de *placemaking* do *Project for Public Space* (PPS), mais utilizado internacionalmente, para a parte empírica da pesquisa, por meio da técnica de observação. Conclui-se que Paranapiacaba é um espaço de *Placemaking*, pois analisada a localidade sob a ótica da metodologia do PPS assim se classifica quanto aos quesitos: Acessos e Conexões - acesso fácil de carro, ônibus, trem ou bicicleta, boa visibilidade, embora não muito acessível às pessoas com deficiência; Conforto e Imagem - tem-se uma primeira impressão positiva por ser um lugar calmo, limpo e seguro, onde pedestres dominam o espaço e se sentem à vontade, apesar de alguns lugares não serem muito confortáveis para se caminhar, sentar-se e conviver; Uso e Atividades - as pessoas de várias idades e tipos de interesse se apropriam do espaço, sendo os principais usos para alimentação, hospedagem e compra de recordações; Sociabilidade - as pessoas socializam em grupos, contemplam individualmente, trazem amigos e parecem felizes ao circularem pela Vila. Há potencial para que o turismo em Paranapiacaba possa contribuir com a melhoria da qualidade de vida das pessoas a partir da gestão que considere um ótimo acolhimento aos turistas.

Palavras-chave: *Placemaking*, gestão do turismo. [ID 169]

Host-guest interaction in rural wine destinations – the views of visitors and residents of three wine territories in Central Portugal

Elisabeth **Kastenholz**, Maria João **Carneiro**, Celeste **Eusébio** and Diana **Cunha**
Universidade de Aveiro, elisabethk@ua.pt, mjcarneiro@ua.pt, celeste.eusebio@ua.pt

Wine tourism has received increasing interest amongst travellers, wine producers, tourism suppliers and regional developers in many countries worldwide. It is associated to a unique, sensory-rich, geographically, but also historically and culturally strongly embedded local product, shaping landscapes, places and people. The rural wine tourism experience must be understood as a shared, multi-faceted winery and terroir experience, with diverse levels of co-creation. It has been characterized as sensory-rich, often combined with unique local food, but also as an experience of exploring unique, aesthetically appealing wine producing regions, and getting to know about their culture and people. There is an increasing stream of research showing the role of host-guest interaction in the tourism experience, both concerning encounters between tourists and residents and between tourists and service staff. There is however, little research regarding host-guest interaction, from the perspective of both visitors and residents of the same rural areas. The present study analyses these types of interaction from the perspective of tourists and how they condition 'satisfaction with the experience of the place and its people', as well as loyalty to the destination. The residents' perspective on their interaction with tourists and how it impacts on attitude towards tourism is also assessed. Additionally, moderating variables are considered. The study uses survey data collected in three wine routes in Central Portugal: Bairrada, Dão and Beira Interior. Results shall shed light on the role of host-guest interaction in rural wine tourism, for both types of stakeholders involved, helping wine tourism and regional developers to improve both quality of the tourist experience and quality of life of local residents.

Keywords: Rural wine tourism, wine tourist, community, host-guest interaction, sustainable tourism development, quality tourist experience, quality of life. [ID 556]

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Efeitos da pandemia COVID-19 nos festivais: uma revisão da literatura

Anaïs **Kovaleski**
University of Aveiro, anaïsk@ua.pt

Celeste **Eusébio**
University of Aveiro, celeste.eusebio@ua.pt

Armando Luís **Vieira**
University of Aveiro, aluisvieira@ua.pt

Devido à pandemia Covid-19, assistiu-se ao encerramento das fronteiras e foram impostas várias restrições à circulação. Consequentemente, muitos eventos foram cancelados, incluindo muitos festivais. Com o aliviar das restrições, e devido à importância estratégica que os festivais desempenham no desenvolvimento económico e sociocultural dos territórios, assistimos, na atualidade, a um retomar destas atividades. Assim, é fundamental analisar os efeitos que a pandemia COVID-19 teve na indústria dos eventos, analisando especificamente o caso dos festivais. O propósito deste trabalho é explorar e identificar os estudos que foram já publicados relacionados com os efeitos do COVID-19 nos festivais, com o objetivo de identificar as temáticas analisadas, as metodologias utilizadas e propor linhas de investigação futura. Para dar resposta a este objetivo foi realizada uma revisão da literatura dos estudos publicados sobre este tema, identificados através das bases de dados *Scopus*, *Web of Science* e do *Google Scholar*. A maioria dos estudos trazem uma abordagem da adaptação dos festivais durante a pandemia, de como se reinventaram através da internet e redes sociais, outros analisam o impacto económico no destino do festival, há poucos estudos sobre o comportamento do participante em um cenário pós-pandemia, dentre os que estão publicados incluem perspectivas ligadas a emoções. Os trabalhos publicados revelam a importância de novas pesquisas sobre esse conteúdo. Esta investigação acrescenta valor à literatura atual sobre o tema de festivais e COVID-19 e sugere direções para futuras pesquisas nesta temática.

Palavras-chave: Pandemia COVID-19, festivais, revisão da literatura. [ID 318]

The residents' participation in tourism based social entrepreneurship organization: evidence from residents' perception on Ecosphere social enterprise

Harshavardhan Reddy Kummitha

Budapest Business school, Kummitha.harshavardhan@uni-bge.hu

The main objective of this study is to investigate the residents' perceived benefits (economic, infrastructure development, quality of life, environmental conservation and cultural development) by participating in tourism social enterprises (TSE) formation and implementation stages. Specifically, this study uses Ecosphere social enterprise as a case study to assess the community participation in two different stages of TSE. To achieve the study objective, we collect field-based data on four locations (Kaza, Langza, Komic and Dhankhar) in the state of Himachal Pradesh, India. The survey was carried in the month of September 2019 and qualitative techniques were used for the analysis. The results reveal that the local residents play an important role in TSE formation and development stages, where the tourism benefits have the mediating role. The overall results indicate that the residents' participation in TSE development stage yielded higher benefits than the formation stage. The detailed discussion and relevant implications are provided.

Keywords: Tourism social enterprises, residents' perceived benefits, community engagement, Ecosphere social enterprise. [ID 500]

La sostenibilidad en el sector turístico: un estudio bibliométrico

Rubén Lado-Sestayo

Universidad de Santiago de Compostela, ruben.lado.sestayo@usc.es

Milagros Vivel-Búa

Universidad de Santiago de Compostela, mila.vivel@usc.es,

Mariana Díaz-Ballesteros

Universidad de Santiago de Compostela, mariana.diaz@rai.usc.es

Andrea Martínez-Salgueiro

Universidad de Santiago de Compostela, andrea.martinez.salgueiro@usc.es

La creciente preocupación por el impacto de la sostenibilidad en la actividad económica ha evolucionado de forma paralela a la aparición de estudios científicos en esta línea. Por su relevancia en la sociedad, las actividades turísticas no han quedado al margen de esta evolución y, actualmente, existe una cantidad importante de estudios que vinculan sostenibilidad y turismo publicados en la colección principal de la Web of Science. Este trabajo presenta una revisión bibliométrica de los 2,433 artículos publicados en la categoría de Hospitality, Leisure, Sport & Tourism de la colección principal de Web of Science cuyo tópico contiene simultáneamente sostenibilidad y turismo. De este modo, se ha sintetizado la información, identificado interrelaciones entre las temáticas y facilitado la identificación de las principales áreas de estudio. Los resultados son particularmente útiles para aquellos investigadores que se acercan por primera vez a esta temática de investigación.

Palabras clave: Sostenibilidad, sector turístico, estudio bibliométrico. [ID 450]

Matriz Avaliativa de Sustentabilidade Acessível para Destinos Costeiros (MASA): construção e validação empírica

Suellen Alice **Lamas**

Centro Federal de Educação Tecnológica RJ, lamas.suellena@gmail.com

Sérgio Marques **Júnior**

Universidade Federal do Rio Grande do Norte, sergio@ct.ufrn.br

Um destino turístico não deveria ser considerado como sustentável se não for acessível para pessoas com deficiência. Com base nessa premissa, o objetivo central da tese que posteriormente desdobrou-se no presente artigo, foi delinear as bases de um instrumento que pudesse gerar subsídios para políticas públicas com esse enfoque e contribuir para categorizar esses destinos. A partir da construção desse instrumento, o qual foi denominado de Matriz Avaliativa de Sustentabilidade Acessível para Destinos Costeiros (MASA), o objetivo da presente investigação, que compõe o quarteto de produções sobre esse instrumento, é validar empiricamente as diretrizes de sustentabilidade, que essa matriz propôs atualizar. Para tanto, valeu-se de um destino costeiro brasileiro pré-selecionado. O arcabouço metodológico dessa investigação envolveu fases distintas com diferentes pesquisas: bibliográfica, documental e de campo, tendo sido fundamentada em uma perspectiva multiparadigmática. Essa validação permitiu atestar na prática o instrumento proposto, visto que propiciou resultados consubstanciados, mas reconhece-se que tais resultados são preliminares, uma vez que instrumentos de avaliação como a MASA devem ser ferramentas suscetíveis às constantes adequações sociais e com ampla aplicação em outros destinos.

Palavras-chave: Validação empírica, matriz avaliativa, sustentabilidade, acessibilidade, turismo, destinos costeiros. [ID 473]

Fitting the motives for destination choice and readiness to adopt sustainable habits

Fatima **Lampreia-Carvalho**

University of Algarve and CinTurs, flcarvalho@ualg.pt

Helena **Guita Almeida**

Faculty of Economics, University of Algarve and CinTurs, halmeida@ualg.pt

Marisa **Cesário**

Faculty of Economics, University of Algarve and CinTurs, mcesario@ualg.pt

The literature and travel agencies refer to different types of tourists worldwide when choosing destinations. One of them is the eco-tourist or environmentalist who can easily locate trustworthy information about sustainable offers at the destination. The main objective is to evaluate whether respondents who perceive natural environment in the destination as crucial are also prepared to adopt sustainable behaviors (such as carbon footprint transportation options, eco-friendly tourism activities, sustainability certifications of the accommodations, and local sourcing of food in restaurants) and if this is also because they can easily find information on such matters. A sub-sample of 12101 respondents to Eurobarometer 2021 - Attitudes of Europeans towards tourism were selected. The selection criteria were the TOP 12 countries that show a higher incidence of pro-environmental attitudes on the part of their tourists, selected based on the highest incidence of responses related to these behaviors. The results confirm our hypothesis concerning sustainable behaviours among European citizens. Future research and limitations were highlighted.

Keywords: Sustainability, tourist behaviour, Eurobarometer. [ID 521]

Residents' well-being and pro-tourism behaviours in the Algarve Region

Milene Lança

Faculty of Economics, University of Algarve and CinTurs, milenelanca@hotmail.com

Patrícia Pinto

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

Manuel Alector Ribeiro

University of Surrey and CinTurs, m.ribeiro@surrey.ac.uk

The literature is unanimous in assuming that residents' perception of the tourism impacts (positive and negative) affects their satisfaction with the tourist activity at their place of residence, as well as their emotional solidarity with tourists. Simultaneously, the perception of tourism impacts influences residents' individual well-being and pro-tourism behaviours. Based on an intensive literature review, a questionnaire was developed within the framework of the RESTUR project, which allowed the collection and validation of 4,026 responses from residents in the Algarve region, during the low and high seasons of tourist activity, in the 2020/2021 biennium. Using the Structural Equation Modeling (SEM) technique with the Partial Least Squares (PLS) approach, the results confirm that residents' perception of the tourism impacts affects their satisfaction with the tourist activity: the more residents perceive the positive impacts of tourism, the more satisfied they are with the tourist activity. Residents who perceive more positive impacts from tourism are also the most supportive for tourists and those who show greater individual well-being and more pro-tourism behaviours. Residents' emotional solidarity also positively influences their individual well-being and pro-tourism behaviours. Residents' satisfaction with tourism in the Algarve also determines their pro-tourism behaviours and their individual well-being. However, residents' well-being does not support pro-tourism behaviours, an aspect that has not yet been properly examined in the literature, which is the main goal of this analysis.

Keywords: Residents, tourism, Algarve, individual well-being, pro-tourism behaviours. [ID 512]

Residents' perceptions of tourism impacts in the Algarve and its contributions to sustainable tourism development

Milene Lança

Faculty of Economics, University of Algarve and CinTurs, milenelanca@hotmail.com

João Albino Silva

Faculty of Economics, University of Algarve and CinTurs, jsilva@ualg.pt

Luís Nobre Pereira

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Jorge Andraz

Faculty of Economics, Universidade do Algarve and CEFAGE, jandraz@ualg.pt

Rui Nunes

Faculty of Economics, Universidade do Algarve, rnunes@ualg.pt

Scientific research has been emphasizing the impacts of tourism on host communities, specifically on residents. However, it does not properly address how those perceived impacts can be articulated in order to contribute to the sustainable development of tourism. Based on a broad literature review, a questionnaire was developed, within the framework of the MONITUR project, aiming to assess residents' perceptions of tourism impacts in the Algarve. Using this instrument, a survey of around 1.000 residents in all the municipalities of the Algarve region was run, during the high season of 2022. Residents are one of the main stakeholders in the tourism sector whereas most of them have contact with tourists on a daily basis, contributing to enhance their experiences at the destination. The results of this research point out that residents' perceptions of the tourism impacts are mainly related to the economic and the socio-cultural benefits but also to the environmental costs. Residents appreciate the contribution of tourism to the local economy and the socio-cultural exchanges, likewise they emphasize the negative impacts of tourism on the environment, through pollution, traffic and excessive occupation of the territory. The results will be used to inform decision-makers to design measures for a more sustainable tourism development, taking into account residents' perceptions of the tourism impacts in the Algarve.

Keywords: Residents' perceptions, tourism impacts, sustainable tourism development, Algarve. [ID 586]

Evaluation of the Management Effectiveness of the Wildlife Production Mangroves El Salado

Marcelo **Leon**

Universidad Ecotec, marceloleon11@hotmail.com

Paulina **Leon**

Universidad de Malaga, paulinaleon07@yahoo.es

Vanessa **Hinojosa-Ramos**

Instituto Superior Tecnológico Vicente Roca fuerte, mhinojosa@istvr.edu.ec

This project contemplates a proposal to improve the management and operation of the El Salado Mangrove Fauna Production Reserve, based on the evaluation of management effectiveness with methodologies that have been created for this purpose. The familiarization with these instruments and the different aspects that each one analyzes, at a general level, by programs or by areas, allow us to understand, not only the need to keep this complex evaluation process updated, but also to implement actions, in case the results reach levels that are not satisfactory. As a particular scope of this research, and with the purpose of contributing to improve the conditions of the RPFMS, an innovative proposal has been made, which includes the respective financing, involving on the one hand the academy with careers related to the tourist activity of the country; and on the other, key actors inside the reserve and in its surrounding communities.

Keywords: Management effectiveness evaluation, El Salado, linkage, protected área. [ID 486]

Modelos DSGE para el análisis del impacto económico del turismo

Ana **León-Gómez**

Universidad de Málaga, ana.leon@uma.es

Belén **Salas Corpás**

Universidad de Málaga, belensalas@uma.es

Eva **Aranda Llamas**

Universidad de Málaga, eal@uma.es

Ángel Luis **Fernández Miguélez**

Universidad de Málaga, afm@uji.es

Actualmente, uno de los debates más significativos en el campo del crecimiento económico es el impacto del desarrollo turístico, donde la cuestión principal es saber si el desarrollo turístico fomenta el crecimiento general de una economía y en qué medida. El desarrollo del turismo permite el crecimiento económico porque tiene una gran capacidad para distribuir riqueza, contribuir al desarrollo de las economías emergentes y generar ingresos a través de las exportaciones. Los recientes avances en el campo del crecimiento económico han estimulado la necesidad de establecer un procedimiento de medición del nivel de impacto del desarrollo turístico. En este contexto adquieren una gran relevancia las herramientas macroeconómicas de equilibrio general dinámicas y estocásticas, en concreto los Modelos de Equilibrio General Dinámico Estocástico (DSGE), que proporcionan una explicación teórica y estructural de las relaciones macroeconómicas. No obstante, los modelos DSGE presentan errores de especificación y ciertas restricciones para proporcionar estimaciones precisas. El objetivo del presente estudio es incrementar la robustez de los modelos DSGE aplicados al turismo. Para ello, evaluamos la estimación de las regresiones de crecimiento económico del modelo de Solow basándonos en el Algoritmo de Simulación Estocástica formulado según el método de Reacción Próxima. Nuestros resultados mejoran los niveles de precisión de los modelos DSGE aplicados al turismo al conseguir una convergencia más rápida de los coeficientes de las variables. Estos resultados ayudan a la toma de decisiones óptimas en la gestión del impacto económico de la industria del turismo.

Palabras clave: DSGE, tourism, economics. [ID 301]

Demand for second homes and area specific characteristics

Xiang Lin

Södertörn University, xiang.lin@sh.se

Eva Hagsten

University of South-Eastern Norway, eva.hagsten@gmail.com

Martin Falk

University of South-Eastern Norway, Martin.Falk@usn.no

This study investigates empirically how natural snow depth and permanent snow affect the number of new second homes. Snow depth in Norway in the winter season 1983-2020 declined from 50 cm to 35 cm on average (based on 41 popular second home areas in the mountains). One out of four the Norwegian municipalities are covered by or situated nearby glaciers and permanent snow but with a decreasing trend. Results of fixed effects Poisson estimator with spatial effects show that a decrease in natural snow depth in the municipality leads to a significant negative impact on the number of second homes started while there is a negative relationship between the number of new second homes and snow depth in the surrounding municipalities. However, the magnitude of both effects is small. In addition, estimates based on 354 municipalities in Norway show a strong positive relationship between the proportion of surface covered by permanent snow and glacier and new second homes. This implies that the expected decline in permanent snow and glaciers will make these areas less attractive for the location of second homes. Year-round offerings such as recreational facilities and green areas and sports facilities in the surrounding municipalities are also significant.

Keywords: Second homes, glaciers, snow depth, natural amenities, spatial econometric models, panel count data models, Norway. [ID 560]

Turismo cultural sustentável: a gestão dos recursos patrimoniais

Eunice Ramos Lopes

Polytechnic Institute of Tomar & Techn&Art, eunicelopes@ipt.pt

Jorge Simões

Polytechnic Institute of Tomar & Techn&Art, jorgesimoes@ipt.pt

Júlio Silva

Polytechnic Institute of Tomar, jsilva@ipt.pt

Perante a contínua evolução dos territórios, a gestão dos recursos patrimoniais surge como um instrumento que sustenta a salvaguarda e a valorização da identidade de um lugar. Os destinos turísticos, procuram implementar estratégias inovadoras, em virtude da necessidade de agir perante a concorrência. O artigo tem como principal objetivo mapear os recursos patrimoniais (materiais), existentes num território da região centro de Portugal, através da constituição de uma base de dados SIG.

A metodologia adotada assenta numa abordagem de métodos mistos, tendo-se utilizado técnicas qualitativas, como a entrevista semiestruturada (n=40), a análise documental e a observação não participante. São poucos os estudos empíricos que analisam esta temática, incidente num território específico. Nessa medida, o estudo constitui um contributo relevante para o reforço da importância do mapeamento e da gestão dos recursos patrimoniais existente no território numa dinâmica turística e cultural sustentável.

Os resultados revelam que em virtude da gestão integrada, os recursos patrimoniais existentes no território e que se podem visitar, passam a ter agregação de valor, tornando-os assim em atrativos turísticos diferenciadores e que para além disso, possibilitam uma diversificação da oferta e valorização do património.

Palavras-chave: Turismo cultural, desenvolvimento territorial, gestão de recursos patrimoniais, atratividade turística, destinos turísticos. [ID 179]

Intenciones de comportamiento en el segmento senior de pasajeros de cruceros

Lidia López-Marfil

Universidad de Málaga, lmarfil@uma.es

Ángela María Callejón Gil

Universidad de Málaga, amcallejon@uma.es

Marta Campos Valenzuela

Universidad de Málaga, martacv@uma.es

Aurea María Peralta González

Universidad de Málaga, aureaperalta@uma.es

A nivel mundial, el turismo de cruceros es una de las industrias con mayor crecimiento y alto impacto económico. Dentro de la industria de cruceros, el turismo senior representa uno de los segmentos más relevantes al disponer de mejor salud, más tiempo libre y mayor poder adquisitivo que generaciones anteriores. No obstante, la literatura sobre el segmento senior es escasa y actualmente se considera de especial interés el estudio de las intenciones de comportamiento del pasajero senior en el contexto de los viajes de crucero. Para abordar esta brecha de investigación, el presente estudio desarrolla un modelo para el análisis de las intenciones de los cruceristas seniors respecto a los puertos de escala. A tal fin, se ha utilizado los datos de una muestra de 300 cruceristas que visitaron el Puerto de Málaga (España) en 2019. De esta muestra se ha obtenido información sobre variables demográficas y de las características del crucero, así como de sus valoraciones en cuanto a familiaridad, percepción cognitiva, afectividad, reputación e intenciones respecto al puerto de escala. Para el análisis de la información se han utilizado modelos de ecuaciones estructurales mediante mínimos cuadrados parciales (PLS-SEM), que han permitido obtener conclusiones predictivas robustas sobre el comportamiento futuro de los cruceristas seniors.

Palabras clave: Comportamiento, segmento senior, pasajeros de cruceros. [ID 307]

Análisis del turismo patrimonial en la ciudad de Córdoba (España)

Tomás López-Guzmán

University of Córdoba, tomas.lopez@uco.es

Lucía Castaño-Prieto

University of Córdoba, lcastano@uco.es

Minerva Aguilar-Rivero

University of Córdoba, u52agrim@uco.es

Rosario Brito-Guerrero

University of Córdoba, d32brgum@uco.es

La UNESCO publica anualmente tres listados donde se presentan las inscripciones de los lugares Patrimonio de la Humanidad (WHS, por sus siglas en inglés *World Heritage Site*), las inscripciones del Patrimonio Inmaterial de la Humanidad (ICH, por sus siglas en inglés *Intangible Cultural Heritage*) y los lugares Patrimonio de la Humanidad en peligro. Estos listados suponen el reconocimiento de un determinado lugar, o de un elemento intangible, como un valor de excelencia que debe de ser conservado para las generaciones futuras y, al mismo tiempo, esta inscripción implica un fuerte reclamo para los turistas.

El turismo patrimonial está teniendo un gran desarrollo en los últimos años, especialmente en las ciudades declaradas Patrimonio de la Humanidad. Este trabajo presenta una segmentación de los turistas que visitaron la ciudad de Córdoba (España). La metodología utilizada en esta investigación ha consistido en un trabajo de campo mediante la realización de encuestas a los visitantes a la ciudad. Los principales resultados de la investigación muestran que la mayoría de los turistas se caracterizan por un elevado nivel cultural y con un nivel económico medio-alto. Asimismo, se analizan los atributos que debe tener un destino turístico patrimonial para transformarlo en un destino turístico sostenible, donde se conjugue la cultura con el turismo, determinándose cuáles son los atractivos más valorados.

Palabras clave: Turismo, patrimonio, destino, Córdoba. [ID 57]

Thermal Tourism: Study of the profile and motivations of the practitioner in Portugal

Isabel Sofia **Loureiro**

Polytechnic Institute of Cávado and Ave, a14641@alunos.ipca.pt

Helena **Gomes**

Polytechnic Institute of Cávado and Ave, a15851@alunos.ipca.pt

Vânia **Costa**

Polytechnic Institute of Cávado and Ave, vcosta@ipca.pt

Fernanda **Ferreira**

Instituto Politécnico do Porto, faf@esht.ipp.pt

Raquel **Pereira**

Polytechnic Institute of Cávado and Ave, rpereira@ipca.pt

Health and wellness tourism had a growing interest by the Portuguese population until 2019. However, with the appearance of the Covid-19, several establishments had to close over these two years, this segment being one of the most affected areas. Many water users looked forward to the opening of the spa resorts to continue their treatments. Given the importance of this theme, this work has as its main goal the definition of a consumer profile and to identify the determinants of satisfaction of the thermal tourists, as well as to gauge the degree of knowledge of thermal tourism and specifically of spas in the Portuguese context. In methodological terms, to achieve the research objectives, a questionnaire survey was conducted among the tourists. The results show a younger, healthier and diversified thermal tourism practitioner. It also reveals similarities with other profile and motivations studies. However, it is possible to notice a few differences. This study practitioners are seeking a combination of a leisure and health dimension and valorise factors such as location and access of the establishments, quality of the services provided and rest and tranquillity. An issue regarding their length of stay has been identified. As they are locals and live in the same country as the thermal spa, the majority of respondents do not stay overnight at the destination. For the future, it would be interesting to research on product development and market strategies for the diversified thermal practitioners.

Keywords: Health and wellness tourism, thermal user's profile, thermal spa, tourism. [ID 390]

Planning and management of eco-tourism trails: the case of the Seven Hanging Valleys trail

Goda **Lukoseviciute**

University of Algarve and CinTurs, glukoseviciute@ualg.pt

Claudia Helena Nunes **Henriques**

ESGHT, University of Algarve and CinTurs, chenri@ualg.pt

Thomas **Panagopoulos**

University of Algarve and CinTurs, tpanago@ualg.pt

Luís Nobre **Pereira**

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Trail Related Tourism (TRT) is growing globally as a popular outdoor activity providing easy access to the nature and interactions with natural and cultural heritages. TRT is recognized as a valuable asset in many natural and recreational settings and is a significant driver of regional development, namely due to its social and economic benefits generated for local communities. However, recreational trail development has been criticized by previous research due to negative environmental impacts such as loss of flora and fauna, soil, disturbance of wildlife, sedimentation of water resources. Recent studies have addressed the issue of land use conflict of multi-use trail development. Nevertheless, today TRT development is prioritized in many countries since it has been acknowledged as a tool to mitigate climate change effects, diversify tourism markets, link key attractions of local area and develop local economies. Consequently, this research aims to develop a sustainable destination management model for the region of Algarve based on recreational eco-cultural trails. This study applied a multi-stage qualitative case-study approach and a stakeholder analysis. Data were derived from focus groups and workshops with four main stakeholder representative groups, namely governmental agencies at national, municipal and county levels, private enterprises, academic experts and students. A sustainable eco-cultural trail destination management model was developed based on stakeholder perspectives, consisting of six main domains with its own sets, namely "environmental and cultural heritage protection", "trail facilities", "trail visitor experience enhancement", "marketing and collaboration", "accessibility" and "safety". Results will be useful for eco-cultural trail planners and managers within and outside of the community wishing to increase the sustainable territorial development of TRT, trail-related experiences and trail marketing.

Keywords: Eco-cultural trails, destination management model, planning, destination marketing. [ID 215]

Estratégias de autoliderança e sua manifestação nas atuações de mulheres profissionais pós maternidade

Márcia Bandeira Landerdahl **Maggioni**

Universidade Federal de Santa Maria, marcia.maggioni@yahoo.com.br

Vânia Medianeira Flores **Costa**

Universidade Federal de Santa Maria, marcia.maggioni@yahoo.com.br

Carla Rosângela **Binsfeld**

Rede Penseé, carla.binsfeld@hotmail.com

As mulheres profissionais brasileiras consolidaram a atuação no mercado de trabalho integrando múltiplos papéis, incluindo a maternidade, em busca de realização. Entretanto, neste caminho persistem obstáculos a serem superados, como a sobrecarga decorrente da conciliação da vida profissional, pessoal e familiar. O presente estudo teve por objetivo analisar de que maneira as mulheres profissionais pós maternidade brasileiras manifestam a utilização de estratégias de autoliderança em suas vivências no trabalho, como alternativa positiva que permita a condução de suas vidas profissionais e pessoais. Para tanto foram realizados dois estudos: um de natureza quantitativa, com aplicação da escala RSLQ-Br de autoliderança junto a 354 mulheres profissionais brasileiras pós maternidade, e outro de caráter qualitativo, pela aplicação de entrevistas semiestruturadas com 21 mulheres para identificar a utilização de estratégias de autoliderança em suas trajetórias profissionais pós maternidade. A partir da validação da escala RSLQ-Br de autoliderança para aplicação junto às mulheres, os resultados obtidos demonstram a utilização cotidiana e frequente das estratégias de autoliderança pelas participantes em suas vivências no trabalho. As categorias de estratégias focadas em comportamento e de estratégias para recompensas naturais atingiram altos níveis de utilização, enquanto a de estratégias de padrões de pensamento construtivo alcançou nível moderado. A pesquisa avança a discussão sobre a conciliação de maternidade e trabalho, ressaltando a importância da utilização de estratégias que possibilitem melhores resultados nos dois campos, fortalecendo as mulheres profissionais, explorando possíveis alternativas que permitam melhor equilíbrio, menor sobrecarga e a diminuição da culpa na divisão de afazeres e responsabilidades.

Palavras-chave: Autoliderança; mulheres profissionais; trabalho. [ID 545]

Da autenticidade existencial ao turismo transformacional: uma viagem de exploração teórica

João Filipe **Marques**

Faculty of Economics, University of Algarve and CinTurs, jfmarq@ualg.pt

A utilização do conceito de *autenticidade existencial* nos estudos turísticos foi inaugurada, na viragem do século, por Ning Wang, no artigo “Rethinking Authenticity in Tourism Experience (1999)”. A palavra «autenticidade» presente no conceito nada tem a ver com a autenticidade - objetiva, construída ou emergente - dos objetos turísticos ou das experiências turísticas tal como tinha vindo a ser concebida por MacCannell ou por Cohen. A autenticidade existencial refere-se, antes de mais, a um *estado especial do Ser* que pode ser ativado pelas experiências turísticas subjetivas (ou intersubjetivas) durante as quais os indivíduos são *verdadeiros para consigo próprios e para com os seus valores e convicções* (Wang, 1999). É a herança filosófica existencialista que é aqui recuperada, pois o conceito de autenticidade faz parte de uma longa tradição filosófica cuja preocupação é o que significa *ser humano*, o que significa *ser feliz* e o que significa *ser si próprio*. Para serem autênticos, no sentido heideggeriano, os indivíduos têm de se tornar naquilo que querem verdadeiramente ser, independentemente do que os constrangimentos e as convenções sociais fizeram deles. A viagem turística fornece uma perspetiva exotópica - no sentido de Bakhtine - durante a qual os indivíduos podem olhar de fora para o seu *self*, abraçando a reflexividade e a liberdade existencial e fazendo escolhas que tenham significado para si próprios e que, por seu turno, lhes reduzem a angústia de existir e facilitam a adoção de uma vida mais autêntica. Intimamente ligada ao conceito de autenticidade existencial está a crescente literatura sobre a «viagem transformacional» (*transformative travel*) que se refere ao papel do turismo na transformação íntima e perene do sujeito, eventualmente até à mudança dos seus valores e modos de vida. A ideia de que certas experiências de viagem podem dar origem a mudanças profundas e duradouras nos seus protagonistas tem vindo a ser discutida, por exemplo, nos contextos do *backpacking*, do voluntariado internacional, da viagem de veleiro a volta do mundo, do autocaravanismo, mas também em situações turísticas mais prosaicas. Esta abordagem veio abrir caminho a toda uma nova ordem de investigações empíricas que têm vindo a sublinhar o potencial transformador da viagem. A viagem turística atua, não apenas no momento em que é vivida, mas imprime efeitos duradouros naqueles que a viveram. Esta comunicação procura explorar o percurso teórico, mas também empírico, que vai da autenticidade existencial da experiência turística ao seu poder transformativo.

Palavras-chave: Autenticidade existencial, turismo transformacional, exploração teórica. [ID 297]

Pedestrianismo e as mudanças climáticas nas áreas protegidas no Noroeste de Portugal

Tiago Ribeiro **Marques**
Universidade do Minho, buk_tiago@hotmail.com

Sara **Silva**
Universidade do Minho, sara.catarina.g@gmail.com

Saulo **Folharini**
University of Minho, sfolharini@gmail.com

Jorge **Novais**
Instituto de Ciências Sociais, Universidade do Minho, Minho – Portugal,
jorge.novais.98@gmail.com

António **Vieira**
Universidade do Minho, vieira@geografia.uminho.pt

No âmbito do projeto CLICTOUR – Turismo resiliente às alterações climáticas em áreas protegidas do Noroeste de Portugal, procuramos compreender a oferta de percursos pedestres existentes nas áreas protegidas do Parque Nacional da Peneda-Gerês, Parque Natural do Alvão e Parque Natural do Litoral Norte. A escalada de interesse pela atividade de caminhada em natureza tornou a atividade uma forma de turismo de lazer. Esta transformação acarreta mudanças quanto às exigências dos consumidores face aos padrões de procura e de oferta. Por sua vez, as infraestruturas de percursos pedestres, para alguns territórios, tornaram-se o motivo de atração. O turismo baseado na oferta de percursos pedestres passa a ser uma estratégia para o desenvolvimento socioeconómico das zonas rurais. Porém, os percursos na natureza balizados tendem a apresentar alguns problemas de sustentabilidade económica e ambiental. As áreas de proteção da natureza em estudo dispõem de uma vasta rede de percursos pedestres balizados (N=60 / 940.62 km). Dentro do Parque Nacional da Peneda-Gerês registámos um total de 50 (N = 45 < 30 km / N = 5 ≥ 30 km), no caso do Parque Natural do Alvão registamos um total de 5 percursos pedestres (N = 5 < 30 km) e no Parque Natural do Litoral Norte registamos um total de 4 (N = 4 < 30 km) percursos pedestres. Neste trabalho apresentamos os resultados do levantamento dos percursos pedestres existentes nas áreas protegidas, impactes decorrentes da sua utilização e pressupostos para a definição de uma rede sustentável de percursos para estes territórios.

Palavras-chave: Áreas protegidas, percursos pedestres, turismo. [ID 590]

Status and dimensions of research on coopetition in wine tourism

Kettrin Farias Bem **Maracajá**
Federal University of Campina Grande, kettrin.farias@ufcg.edu.br

Adriana Fumi Chim **Miki**
Federal University of Campina Grande, adriana.c.miki@ufcg.edu.br

Rui Augusto Da **Costa**
University of Aveiro, rui.costa@ua.pt

Mapping and understanding the structure of knowledge of an area is essential to the continuous growth of the field. This research aims to identify the development of coopetition studies in wine tourism to understand its evolution, trends, and core research dimensions. This research minimizes the theoretical gap of coopetition in wine tourism that can be a strategy to consolidate wine tourism destinations and help managers of the wine industry and tourism. We analyzed 201 scientific papers published on the Web of Science based on Social Network Analysis and Bibliometric Analysis supported by the Bibliometrix and R software and, Voswier software. Our findings provide an updated view of the thematic research clusters in wine tourism. Results indicated that the central core of wine tourism research is related to coopetition intrinsic behavior of wine territories, winescape as a base to develop rural tourism, tourism experience as visitor's motivator, wine routes, and festivals as drivers of tourism, and market segmentation. Although coopetition is unintentional in wine tourism, the behavior emerges from the interplay between wineries and tourism stakeholders. Also, our results point out topic trends focus on coopetition, co-creatin, sustainability, rural tourism, and wine routes. It is a bet to local development from wine synergy between two old industries, winemakers and tourism. Coopetition in wine tourism is a feedback loop of context, process, and results. They are the dimensions where unintentional coopetition occurs in the wine territories with variables accelerators, drivers, and motivators.

Keywords: Coopetition; Wine Tourism; Unintentional coopetition; Bibliometric Analysis. [ID 244]

Evaluation of Craft Beer in Campina Grande (Brazil) from a tourism perspective

Kettrin Farias Bem **Maracajá**

Federal University of Campina Grande, kettrin.farias@ufcg.edu.br

Bruno Pacelly Monteiro da **Costa**

Federal University of Campina Grande, bpacelly@hotmail.com

Rui Augusto Da **Costa**

University of Aveiro, rui.costa@ua.pt

This paper aims to use a multicriteria model for evaluation of tourist service quality in Craft Beer (CB), in Campina Grande (Brazil), from a tourism perspective. The design of the methodology is structure of the problem and application of the method, and then identification a decision-makers that will perform the evaluation according to a set of 19 criteria based on the Tourqual protocol. Then, the analytic hierarchy process (AHP) method is applied, and a rank of Craft Beer is provided. The model is applied to evaluate the six most important Craft Beer in Campina Grande and the results considering the categories of Tourqual protocol, are consistent with the opinion of specialists in Beer Tourism. The result provided that of the six Craft Beer, which receive tourists, only half have good services and diversification of products for tourists. The CB3 is in the first position of the ranking, because has a space for events, application system for ordering ate the bar, diversity of beers and regional cuisine and sale to other states. The CB5 was placed in the lowest position, there is little information about receptive tourism, does not have diversification of products for the tourist and for this Craft Beer the tourism is a secondary activity. Research limitations and implications of the model that needs to be applied to other case studies, in other cities, to evaluate the results and their acceptability by the Beer Tourism sector.

Keywords: Analytic hierarchy process (AHP); Brazil; Craft Beer Tourism; Tourqual. [ID 245]

A sectorial analysis of the gender wage gap along the wage distribution in Spain

Marina **Marfil-Cotilla**

University of Malaga, marinamc@uma.es

Juan Antonio **Campos Soria**

University of Malaga, jacampos@uma.es

Alejandro **García Pozo**

University of Malaga, alegarcia@uma.es

This paper contributes to the study of the gender wage gap in the Spanish service sector along the wage distribution. This analysis of the gender wage gap is carried out in three stages. The first is based on a specific analysis of wages at the sectoral level, disentangling the service sector in hospitality industry, travel agency services, transport industry, and other complementary services. The decomposition of the gender wage gap into its non-discriminatory and discriminatory components for each sector is carried out in the second stage. The third stage consists of the application of an Unconditional Quantile Regression (UQR) methodology to analyse the different determinants of the discriminatory and non-discriminatory components across the wage distribution. The main findings are as follows. There are marked differences in the determinants of the non-discriminatory and discriminatory components of the gender wage gap between sectors. Among the main determinants, the human capital of workers, especially education and educational mismatch, and vertical gender segregation stand out. Regarding the non-discriminatory component, there is an over-representation of men in the highest paid jobs, except in the case of the transport industry. Regarding the discriminatory component, the existence of a lower degree of wage discrimination in the hospitality industry compared to other services is shown. There is a wage penalty for the promotion of women, especially in the transport and travel agency industries. In the hospitality industry, although women are under-represented in the higher-paid jobs, those who do make it to the top are paid more than men.

Keywords: Gender wage gap, discrimination, unconditional quantile regressions, services, hospitality. [ID 92]

Competências e estilos de liderança: um estudo comparativo entre empresas com diferentes origens do capital

Dalmo **Marins**

Faculdade Getúlio Vargas, dalmo.marins@gmail.com

Anderson de Souza **Sant'Anna**

Faculdade Getúlio Vargas, anderson.santanna@fgv.br

A literatura sobre comportamento organizacional aponta para o papel chave da liderança na geração de vantagens competitivas. Da mesma forma, enaltece a noção de competências como fator essencial ao exercício e desenvolvimento de líderes aptos ao enfrentamento ao complexo ambiente contemporâneo dos negócios e das organizações. Diante disso, a proposta deste artigo consiste em ampliar os estudos sobre o tema investigando em que medida a origem de capital - brasileiro, norte-americano, francês - de empresas de mesmo segmento de negócios - Mídia *Out of Home* - influencia o estilo de liderança, assim como a visão de competências a ele associadas. Para tal foram analisadas características concernentes aos estilos de liderança transacional e o transformacional, bem como um conjunto de vinte e cinco competências consideradas distintivas na transição em curso para a chamada quarta revolução industrial ou economia digital. De abordagem quantitativa e caráter descritivo, os resultados da pesquisa apontam para a inexistência de diferenças estatisticamente significativas entre os dois construtos investigados, com prevalência de percepções quanto à demanda por competências orientadas a resultados de curto-prazo e estilo de liderança transacional.

Palavras-chave: Liderança, liderança transacional, liderança transformacional, competências, origem de capital. [ID 26]

Ready to welcome golf tourism

María del Mar **Martín-García**

University of Almería, Almería – Spain, marmart@ual.es

Juan Carlos **Gazquez-Abad**

University of Almería, Almería – Spain, jcgazque@ual.es

Jose Luis **Ruiz-Real**

University of Almería, jlruizreal@ual.es

Juan **Uribe-Toril**

University of Almería, juribe@ual.es

Golf courses of Southern Europe are golf tourism destinations for players from central and northern Europe. The pandemic has caused the offer of facilities normally for tourism to have to survive with local players. Therefore, promoting this sport in the areas where the golf courses are located, is important so these facilities remain open with an adequate level of maintenance to receive golf tourism. The present study investigates ways to get started in this sport, to establish strategies of promotion of the sport to make it reach all population groups.

Data for this research was collected through an online survey. As research subjects, this study selected players from golf courses located in Andalusia, southern Spain, one of the leading golf destinations in Europe. A total of 460 responses were collected and used in the data analysis.

The vast majority of the players (62.4%) were initiated through a family member or friend. The second way to get started in the sport was through a nearby golf school. Only 5% of the players got started in this sport through a promotional action.

Promotional actions to attract new players should be carried out through those who already play golf, facilitating ways for them to bring their friends or family.

Keywords: Golf tourism, tourist destination, marketing, destination management. [ID 415]

New facilities for improving well-being and sustainability: the case of cool pavement

Laura Martínez-Caro

Universidad Politécnica de Cartagena, laura.martinez@upct.es

Noelia Sanchez Casado

Universidad Politécnica de Cartagena, noelia.sanchez@upct.es

Eva Tomaseti Solano

Universidad Politécnica de Cartagena, eva.tomaseti@upct.es

At present, the massive urbanization of cities, the great industrial activity or albedo have caused the so-called urban heat islands. This phenomenon of thermal origin, usually developed in urban areas, is caused by the differences in temperature between the city center and its surroundings. According to the data, the average annual temperature of a city of one million inhabitants can be from 1 to 3°C higher than those that would be recorded in its surroundings, even reaching 12°C at night with calm winds. Due to this situation, it is necessary to develop actions that reduce the effect of urban heat islands with the aim of increasing the well-being of inhabitants and tourists. One of the possible solutions is the change of the traditional black pavement for cool pavement, which is more ecological and has a less harmful impact on its the environment, know the perceptions that users have about the cool pavement in terms of utility, cost-benefit and satisfaction. To do this, a quantitative market research was carried out in a city from the South-East of Spain. The results of this study showed the users' preference for cool pavement over traditional black pavement so they identified more luminosity and less level of noise, as well as an increase in well-being, as the main benefits. In turn, this implied high levels of general satisfaction.

Keywords: Perceptions, cool pavement, sustainable. [ID 187]

Implicações do covid-19 na gestão de trabalhadores: a importância das competências socioemocionais

Dora Martins

University of Aveiro and ISCAP, doramartins@iscap.ipp.pt

Bruna Silva

Velocity Global LLC; brunaraquelsilva@velocityglobal.com

Jorge F.S. Gomes

Advance/CSG, Universidade de Lisboa, jorgegomes@iseg.ulisboa.pt

Este artigo investigou a importância das competências socioemocionais na gestão dos trabalhadores durante a pandemia covid-19. Especificamente, exploraram-se as competências requeridas aos profissionais de gestão de recursos humanos (GRH) para responder à implementação de formas diferentes de organização do trabalho impostas pelo confinamento forçado pelo Governo Português, a partir de março de 2020. Usando uma metodologia exploratória de caráter qualitativo, via entrevista semiestruturada, foram realizadas 34 entrevistas a profissionais de GRH ligados a empresas de diferentes setores de atividade. Os resultados mostram que a pandemia covid-19 fez emergir o desenvolvimento de competências socioemocionais entre os profissionais de GRH, nomeadamente criatividade, improvisação, auto-exploração, inovação, colaboração, espírito de equipa, resiliência, flexibilidade, resolução de problemas, adaptabilidade, gestão de prioridades, inteligência emocional, influência social, contacto social, relacionamento interpessoal, comunicação e aprendizagem contínua. O estudo discute, ainda, as implicações teóricas e práticas assim como direções de investigação futura.

Palavras-chave: Trabalho remoto, Covid-19, competências socioemocionais, confinamento, home-office, contexto português. [ID 98]

Wellness tourism: a systematic literature review

Patrícia Raquel Fernandes **Martins**

University of Algarve and CinTurs, patriciaraquelfernandesmartins@gmail.com

Saúl Neves de **Jesús**

University of Algarve, CinTurs, Portugal, snjesus@ualg.pt

Margarida **Pocinho**

University of Madeira and CinTurs, mpocinho@staff.uma.pt

Patrícia **Pinto**

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

Wellness tourism is a segment that has been growing exponentially in recent years, particularly between 2017 and 2019. However, the tourism sector has experienced a slump in the last two years due to the COVID-19 pandemic. In this regard, a systematic review was designed to investigate the current state of knowledge of wellness tourism, report theoretical frameworks, identify research topics, analyze the impact of the pandemic on this research field, and suggest future research directions. A systematic review based on the PRISMA guidelines was conducted to map the current state of wellness tourism knowledge. A search for wellness tourism publications was performed in February of 2022 through the Web of Science and Scopus electronic databases. The final database resulted in 44 peer-reviewed empirical articles published between 2011 and 2021 in the English language. A large consensus regarding the definition of wellness tourism as a subcategory of health tourism was confirmed, and several theoretical frameworks were highlighted. The most investigated topics were tourists' motivations, healthy lifestyle, wellness tourism experience, service quality, perceived value, satisfaction, and loyalty. It was verified that the number of publications during the pandemic followed the increasing trend in 2019, despite the slight decrease observed in 2020. Concerning research trends, during the pandemic period, it was observed that the most addressed topics were those related to motivations, service quality, perceived value, satisfaction, and loyalty. Directions for further investigations are provided.

Keywords: Systematic review, wellness, wellness tourism, tourists, COVID-19 [ID 298]

Exploring emotions in tourists' experiences based on cognitive appraisal theory. insights from Algarve, Portugal

Rafaela **Martins**

Faculty of Economics, University of Algarve and CinTurs, rsmartins@ualg.pt

Bernardete **Sequeira**

University of Algarve, CinTurs and CICS.NOVA, besquei@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Existing literature on emotions in the tourism and marketing fields focuses on assessing how to identify, understand and design methods to measure and define emotions within the post-consumption experience. Recent tourism studies have understood the importance of emotions in designing better touristic experiences. They have succeeded in identifying ways to discriminate the best methods to measure emotions in broader senses but failing to identify specific and discrete emotions and their existent reasons while directly involving the individual to understand the underlying emotional reasons within Tourism Destinations. Therefore, this study aims to: (1) Identify which emotions are elicited by tourists regarding their own experience at a destination level; (2) Identify and understand the antecedents of those same elicited emotions and (3) Identify and explore the relationships between the elicited emotions and their behavioural outcomes. Sectioned into two touristic seasons (high and low), a sample of tourists was interviewed within the project TurExperience (SAICT-ALG/39588/2018). Grounded on Richins (1997) and Del Bosque and San Martin (2008), 27 emotional states were regressed alongside their antecedents. Findings suggest that emotional states vary under the influence of certain circumstances, namely when people experience emotional states like Happiness, gratefulness, sadness, anger, *saudade* or even nostalgia. These outcomes have huge practical implications on the experience design, destination marketing, positioning and branding. As well for theoretical implications providing further understanding on emotions spontaneous elicitation and underlying emotional reasons in the context of a tourism destination.

Keywords: Emotions, Cognitive Appraisal Theory (CAT), tourism experience, Algarve. [ID 406]

A performance e o endividamento da empresa: um estudo empírico baseado no setor hoteleiro português

Fernanda **Matias**

ESGHT, University of the Algarve, mfmatis@ualg.pt

Leonor **Salsa**

ESGHT, University of the Algarve, mlsalsa@ualg.pt

Celísia **Baptista**

ESGHT, University of the Algarve, cbaptist@ualg.pt

A hotelaria é um dos principais segmentos do sector do turismo, pilar da economia não só mundial como da economia portuguesa. As características específicas do sector hoteleiro suscitam particular interesse na sua investigação com vista a, eventualmente, contribuir para a melhoria das políticas e práticas de gestão do sector. Este estudo visa investigar o desempenho das PME que operam no setor da hotelaria. Utiliza dados relativos a um período de relativa estabilidade, 2014 a 2019, recolhidos na base de dados SABI. Foram incluídas na amostra as empresas que se encontravam ativas no período do estudo e que não se apresentavam em situação de falência técnica. Adotou-se a metodologia de dados em painel, recorrendo a modelos estáticos e dinâmicos.

Os resultados confirmam que os rácios da dívida afetam negativamente a performance das empresas, em termos de rentabilidade. Os elevados níveis de dívida parecem aumentar os custos de agência e o risco do negócio percebido pelos proprietários e gestores, incentivando-os a recorrer a maiores níveis de capital próprio. Assim, as empresas rentáveis tendem a reduzir os custos de agência da dívida financiando-se com fundos próprios, reduzindo os seus rácios de dívida. Também foram investigadas outras variáveis como determinantes da rentabilidade: dimensão, idade, tangibilidade e liquidez.

Em termos de contribuições, será de realçar que dado o efeito que a política de dívida tem na rentabilidade e, por conseguinte, no valor e sobrevivência da empresa, os gestores deverão tentar identificar o nível satisfatório de endividamento.

Palavras-chave: Performance, endividamento, setor hoteleiro português. [ID 314]

Does board gender diversity influence firm debt maturity? Evidence from Portuguese Hotel Industry SMEs

Maria Fernanda **Matias**

ESGHT, University of the Algarve, mfmatis@ualg.pt

Celísia **Baptista**

ESGHT, University of the Algarve, cbaptist@ualg.pt

Sandra **Rebello**

ESGHT, University of the Algarve, srebelo@ualg.pt

Georgette **Andraz**

ESGHT, University of the Algarve, gandraz@ualg.pt

In recent years, the topic of women's representation in companies has been continuously debated worldwide, with the argument that organizations with women executives make better decisions for shareholders. The influence of female managers on dividend distribution policy, compensation policy, and merger and acquisition policy has been widely investigated. However, research on the impact of female representation on financing decisions is still scarce. Thus, this study addresses this gap in the literature by providing additional evidence on how the presence of women in management affects firms' capital structure decisions. The empirical study is developed using data from Portuguese public Small and Medium Enterprises (SME) for 2015-2020, extracted from the SABI Database. Based on panel regression models, this study analyzes the influence of board characteristics and other control variables, supported by financial theories of capital structure, such as profitability, tangibility, size, age, liquidity and tax level, on firms' leverage. This research contributes to the literature concerning the effect of gender diversity in management and corporate governance structure and in corporate financing decisions.

Keywords: Boards of directors, board diversity, corporate governance, female board representation, female directors, capital structure, hospitality industry. [ID 394]

A review and extension of the Flow Experience concept. Insights and directions for Tourism research

Nelson M. S. Matos

ESGHT, University of Algarve and CinTurs, nmmatos@ualg.pt

Elisabete Maria Sampaio de Sá

University of Minho, elisampaio@eeg.uminho.pt

Paulo Alexandre de Oliveira Duarte

Univeristy of Beira Interior, pduarte@ubi.pt

The flourishing positive psychology field has Flow as a core construct. This systematic review of 185 articles examines Flow's concept, to analyse it theoretically, methodologically, and empirically, and to provide an agenda for Tourism research. This paper adds to the knowledge in tourism psychology by exploring the Flow framework's core elements, incorporating its drivers, processes and outcomes, as an instrument to improve tourists' experiences. The study suggests the relevance of considering the tourist's characteristics and both the positive and negative outcomes of the Flow experience and other concepts, such as immersion or cognitive stimulation. Extant studies often use the Flow state scale as a measurement tool, but new opportunities are offered by using physiology instruments. Several propositions are put forth to foster the investigation on Flow in the tourism field, and to further the understanding of the tourists' behaviour and experience.

Keywords: Tourism experience, customer experience, experience Flow, systematic literature review, experience Flow gaps. [ID 608]

Once-in-a-lifetime leisure experiences (OLLE): the role of Flow, novelty, and interpersonal interaction on tourists' satisfaction and memories

Nelson M. S. Matos

ESGHT, University of Algarve and CinTurs, nmmatos@ualg.pt

Paulo Alexandre de Oliveira Duarte

Univeristy of Beira Interior, pduarte@ubi.pt

Elisabete Maria Sampaio de Sá

University of Minho, elisampaio@eeg.uminho.pt

Drawing on Flow theory and memorable tourism experience, this study explores the relationships between Flow, novelty, and interpersonal interaction and the impact on travelers' satisfaction and memories. By applying a mixed-method approach and the critical incident technique to a Once-in-a-Lifetime Leisure Experience (OLLE), 550 tourists recalled their experiences. The results reveal that Flow has a direct and positive influence on tourists' satisfaction and memories of the experience. The findings highlight the role of novelty and interpersonal interaction in producing positive Flow. However, novelty and interpersonal interaction did not come out as significant to predict memories and satisfaction.

Keywords: Flow, memories, novelty, interpersonal interaction, satisfaction, memorable tourism experience, leisure experience. [ID 609]

The perceptions of residents and police officials regarding crime and security in Cape Town township tourism: a qualitative approach

Thandokazi Lulu **Mbane**

Nelson Mandela University, thandokazi.mbane@mandela.ac.za

Ikechukwu Onyekwere **Ezeuduji**

University of Zululand, South Africa, ezeudujii@unizulu.ac.za

This paper examines by way of exploratory study the perceptions of residents and police on the effects of crime on township tourism. The study was conducted in Gugulethu, Khayelitsha and Nyanga townships in Cape Town. Using a qualitative research approach, three focus group interviews, one in each township (a total of 18 participants), and semi-structured interviews with eleven police officials in the Cape Town townships yielded information to address the research aim. Thematic data analysis captured police officials' and residents' perceptions on which more conclusive research can be done. Residents and police perceive Cape Town townships as unsafe for tourism. Despite this, the study found that tourism does not contribute to crime but rather becomes a casualty of crime in these townships. High unemployment, lack of education, drug and alcohol abuse were identified as contributors to crime in the townships. One of the recommendations in this study is that the local tourism offices in Cape Town should encourage the unemployed township youths to go through an entrepreneurship training process such as business incubation to help them create and manage their own tourism businesses. Sponsorship to this effect, in terms of financial and technical support can be provided by private tourism sector companies in collaboration with local municipalities and public institutions.

Keywords: Crime and tourism, resident perception, resident safety, resident security, township tourism. [ID 495]

Exploring the safety of residents in Cape Town township tourism: a quantitative approach

Thandokazi Lulu **Mbane**

Nelson Mandela University thandokazi.mbane@mandela.ac.za

Ikechukwu Onyekwere **Ezeuduji**

University of Zululand, ezeudujii@unizulu.ac.za

Previous research on safety in tourism were from a tourist perspective. This study used local communities' lenses to investigate safety in township tourism destinations in Cape Town, South Africa. It employed a quantitative method (questionnaire survey) to collect data from 333 respondents (local communities) in Cape Town townships and analysed using inferential statistics (correlation and regression analyses). The findings showed that significant number of local community members attribute tourism-related crime in townships to drug addiction, unemployment, and lack of basic education. The residents placed a lot of trust on tourism to drive their local economic development and socio-political stability. The study recommends that local governments train local communities on entrepreneurial activities presented by tourism in their areas, so they can be capacitated on how to earn a living without relying on government grants and seeking employment.

Keywords: Local residents, local communities, tourism safety, township tourism, South Africa. [ID 496]

Pro-poor tourism strategy: Towards poverty alleviation in South African townships

Thandokazi Lulu **Mbane**

Nelson Mandela University, thandokazi.mbane@mandela.ac.za

Andries de **Beer**

Cape Peninsula University of Technology, debeerm@cput.ac.za

Ikechukwu Onyekwere **Ezeudji**

University of Zululand, ezeudjii@unizulu.ac.za

This paper investigates the pro-poor tourism strategies to alleviate poverty in South African townships. The purpose of this research is to discover and suggest methods of spreading tourism widely in townships to curb poverty through local community capacitation on skills development that will assist in developing sustainable tourism concepts in townships. This study followed a qualitative research approach in a form of documents analysis. It is apparent that poverty remains stubbornly high in urban peripheral areas such as townships in South Africa. However, different economic nodes have been developed in townships and tourism is among the economies that were recently developed. Tourism in townships took the cultural and heritage form and made use of apartheid legacies as a major highlight of these tours. This study also found that township tourism businesses that initially started township tourism face fierce competition from White-owned large businesses that has since entered the market. The township tourism businesses were also found to be lacking resources, capital, and necessary skills to sustain or break through in the market. This study noted that various funding and business start-ups support options were made available by South African government over the recent years. These initiatives aimed at redressing the legacies of apartheid in South African townships. Be that as it may, this study suggests that local governments create business incubators that will support township businesses as a pro-poor tourism strategy of integrating these businesses with the tourism industry thereby alleviating poverty in these areas.

Keywords: Local communities, township businesses, township tourism, poverty, pro-poor tourism. [ID 498]

The importance of accommodation images in online booking sites: a systematic literature review

Diana Filipa **Mendes**

ISCTE-IUL, dfoms@iscte-iul.pt

Francisco **Cruz**

ISCTE-IUL, francisco.cruz@feelslikehome.pt

Tomás **Brandão**

ISCTE-IUL, tomas.brandao@iscte-iul.pt

With the recent advances in the field of image recognition an analysis, as well as in the digitization of tourism, it is relevant to bring these areas together from a research perspective. The main objective of this paper is to synthesize the existing literature on the importance of the images used in online booking, tourism or real estate websites. The articles presented in this revision were selected from the Web of Science and Scopus, based on a search query and selection criteria. All articles are analysed and evaluated, and their contents are summarized. 23 scientific articles are identified, that address specifically this subject or that contribute with useful information to deepen knowledge on it. Since the importance of the images in booking sites is currently a poorly studied subject, this study presents contributions on understanding which image characteristics are potentially the most relevant in this context, how can such features be extracted from image, and what approaches can be adapted to tourist accommodation. It also presents an evaluation of the articles that best fit the subject, based on well-defined criteria.

Keywords: Systematic literature review, tourism, online travel agency, image processing, visual content image, artificial intelligence. [ID 145]

The importance of networks in sustainable destination management – conceptual approach

Daniela Beatriz **Meneses**

Polytechnic Institute of Porto, dbm@esht.ipp.pt

Carlos Manuel **Costa**

University of Aveiro, ccosta@ua.pt

Fernanda Amélia **Ferreira**

Polytechnic Institute of Porto, faf@esht.ipp.pt

The network-based has been in the literature as an integrated approach to tourism destination management. Networking integrates a range of economic, political, and social agents who relate to each other and directly affect tourism in the same territory, so this collaborative work should aim at interaction, sharing, and cooperation to ensure and win markets, promote innovation, competitiveness, and development of tourist destinations with high importance in regional identity and sustainability of the destination. Thus, the network-based, assumes itself as a factor of special importance in defending the regional identity and the sustainability of the destination, also community involvement and participation both in the planning political process and in networks is crucial.

The sustainability of tourism only can effectiveness when all stakeholders, public politics, private objectives, and the community work toward the same objectives. The present paper aims to conduct a state of art review of the importance of the network-based supporting destination's sustainable development. The main objective is to understand the importance of the implementation of networks in the sustainable development of tourism.

Keywords: Network-based, destination management, sustainable tourism, regional development. [ID 232]

Capital Intelectual e as evidências de desempenho econômico-financeiro das empresas estatais não dependentes

Flavio Augusto **Menezes**

Centro Universitário Unihorizontes, flavio.geraes@gmail.com

Hudson Fernandes **Amaral**

Centro Universitário Unihorizontes, hfamaral.cepead@gmail.com

In the knowledge society, intellectual capital has proved to be of great importance in creating value for a company. Many tools have been used in order to carry out its disclosure and measurement. In this research, the method proposed by Pulic (2000) was used, which developed a proposal for measuring the efficiency of value added by the intellectual capacity of companies. This is the VAIC method (value added intellectual coefficient), which indirectly measures the efficiency of structural capital, human capital and invested capital in companies. These indicators are added together, and the greater the sum, the greater the VAIC, demonstrating greater efficiency in creating a company's value. The objective of the present study was to assess whether there is a relationship between VAIC and the economic-financial performance of a group of non-dependent federal state companies, in the period from 2010 to 2019, using profitability indicators ROE, ROA and ROI as a reference. The data collected were obtained through the financial statements extracted from B3 website (Brazilian stock market) and from the websites of the state-owned companies. Regarding the objectives, it is a descriptive research, with quantitative approach. Regarding the procedures, it is a documentary research. Correlation and regression calculations were performed between the variables analyzed, and it was found that the VAIC indicator has a positive correlation with ROA and ROI. However, the correlation with the first one is weak, while medium with the second one. The coefficient measured between ROE and VAIC was not significant. In this way, the correlations between VAIC and the other independent variables were satisfactory, except for ROE, which demonstrated a non-significant correlation. As for the regression, it is concluded that, for each 0.01 increase in ROI, the company's VAIC will increase by 0.301, based on (ROI equal to zero - constant) 6,581.

Keywords: Intellectual capital, VAIC, Economic and financial performance indicators - ROE, ROA and ROI. [ID 345]

Indicadores para a gestão de recursos hídricos: proposta de um *framework* na indústria hoteleira

Sara Meurer

Universidade Federal de Santa Catarina, sara.meurer@posgrad.ufsc.br

Sérgio Murilo Petri

Universidade Federal de Santa Catarina, sergio.petri@ufsc.br

Hans Michael van Bellen

Universidade Federal de Santa Catarina, hans.michael@ufsc.br

A água é um elemento essencial para a execução das atividades hoteleiras. Portanto, a implementação de modelos de gestão baseados em indicadores de desempenho focados no uso mais eficiente dos recursos hídricos torna-se crucial para garantir a sustentabilidade do setor e sua própria sobrevivência. À vista disso, o objetivo da presente pesquisa é elaborar um *framework* para a gestão de recursos hídricos no setor hoteleiro, a partir dos principais indicadores encontrados na literatura científica reconhecida. Para isso, o uso do instrumento *ProKnow-C* possibilitou a formação de um portfólio bibliográfico que, por sua vez, permitiu o desenvolvimento de um *framework* composto por vinte indicadores relacionados a gestão da água no setor. Esses foram desagregados segundo os componentes de um indicador (objetivo, justificativa, ambiente, padrão, elemento, fator e medida) e subdivididos em características dos hotéis, consumo de água e serviços oferecidos que afetam o consumo de água. Assim, o *framework* desenvolvido constitui um direcionador para que gestores de hotéis possam rever suas atividades potencialmente prejudiciais à preservação do recurso, além de desenvolver um sistema de avaliação de desempenho dos recursos hídricos.

Palavras-chave: Gestão da água, indicadores, setor hoteleiro. [ID 324]

Sustainable tourism development in Cape Verde: perceptions of the local population under the Magical Pentagon framework

Susana Margarida Mieiro

Macao Polytechnic University, susanamieiro@ipm.edu.mo

Liliam Monteiro

Macao Polytechnic University, monteiroliliancv@gmail.com

Cape Verde is an archipelago located on the West African coast whose economic performance strongly relies on tourism activities. While international tourism revenues have been contributing significantly to the country's economic growth, concerns about the potential negative impacts of the increasing number of tourist arrivals over the past years have also emerged. The main purpose of this study was to investigate tourism sustainability in Cape Verde under the Magic Pentagon framework. We carried out a questionnaire survey that focused on the perceptions of Cape Verde residents, of which some were tourism businessmen, to evaluate each of the four factors of the Magic Pentagon that can be analyzed through the population's perspective – economic health, subjective well-being, unspoiled nature/protection of resources, and healthy culture. The questionnaire was designed to separately target each of these four factors, which generally revealed scores on the positive side of a scale from 1 to 5 points. We additionally analyzed the questionnaire items through Categorical Principal Components Analysis (CATPCA) with Optimal Scaling and we found that it is possible to consider only one dimension with most of the items and a strong capacity for variance explanation. While the Magic Pentagon framework revolves around balancing its objectives to maximize the benefits of tourism development while minimizing its costs, we found that it is possible to contemplate four of the five pentagon factors in a single dimension. Public decision-making can, therefore, consider this dimension to target sustainable tourism development in Cape Verde.

Keywords: Green Tourism, tourism stakeholders, sustainability, Magic Pentagon, Cabo Verde, SIDS. [ID 196]

Analysis of the level of environmental commitment declared in the European hotel sector

Patricia **Milanés-Montero**

University of Extremadura, pmilanes@unex.es

Esteban **Pérez-Calderón**

University of Extremadura, estperez@unex.es

Ana C. País-da **Silva**

University of Extremadura, apaisdas@alumnos.unex.es

The hotel business has a significant impact on the environment due to energy consumption, water, or waste generation. Given the increased environmental sensitivity that climate change is causing, it is remarkably interesting to analyse the level of environmental commitment for this business in recent years and what its trend would be in the medium and long term.

Starting from the information publicly declared by the main European leaders in the hotel sector between 2017-2020, their level of environmental responsibility will be analysed.

In line with previous literature, the results show that the largest hotels listed on the stock exchange are the ones that disclose the most information. From the foregoing, an almost exclusive focus on the financial or imitation market is deduced. The hotel sector is neglecting its differentiation based on its environmental responsibility.

As a recommendation to companies, this study proposes giving greater weight to environmental differentiation. A greater involvement of public institutions is also needed to increase resources in the education of citizens. Similarly, greater control of the information disclosed would be advisable to increase the level of transparency and comparability.

Keywords: Sustainable tourism, environmental responsibility, hotels. [ID 150] [ID 164]

Cultura organizacional, Disney e controle: as relações de trabalho no *Happiest Place on Earth*

Laura Januzzi **Millo**

Universidade Federal de Minas Gerais, laurajanuzzim@gmail.com

Cristiana Trindade **Ituassu**

Universidade Federal de Minas Gerais, crisituassu@ufmg.br

A cultura organizacional pode ser vista como ferramenta para melhorar resultados ou como sofisticado instrumento de controle dos trabalhadores. Esse trabalho segue a segunda perspectiva, a crítica, e tem como unidade de pesquisa a Walt Disney Company. Seu objetivo consistiu em identificar como aspectos da cultura organizacional da empresa a evidenciam como instrumento de controle. Realizamos uma pesquisa qualitativa exploratória com 41 ex-funcionários. Seus relatos foram submetidos à análise de conteúdo, envolvendo três categorias: a primeira descreveu os elementos da cultura organizacional e analisou como o controle é exercido por meio de cada um deles. A segunda focou consequências desse controle no comportamento e crenças dos funcionários. A terceira analisou percepções gerais sobre a empresa. Os resultados mostram como a Disney cria, por meio da cultura, um imaginário em que os funcionários se identificam com o papel de “mantenedores da magia” proposto pela organização e dedicam-se cegamente a esse propósito, perpetuando relações de poder. Discutimos as implicações dessa alienação, mostrando a urgência de resistir à naturalização do controle via cultura organizacional, do qual a Disney é um exemplo.

Keywords: Cultura organizacional, controle, Disney. [ID 229]

Internacionalização de destinos turísticos na era pós-COVID: um modelo sistémico

Maria do Rosário **Mira**
Polytechnic Institute of Coimbra, mrmira@esec.pt

Lisete Mendes **Mónico**
University of Coimbra, lisete.monico@fpce.uc.pt

Zélia Maria de Jesus **Breda**
University of Aveiro, zelia@ua.pt

Este artigo tem como objetivo apresentar uma validação empírica do modelo de internacionalização de destinos turísticos. Faz parte de uma investigação mais ampla, na qual foram identificadas as dimensões e fatores de internacionalização dos destinos turísticos, tendo sido validadas quatro dimensões: 'território', 'produto', 'governança' e 'DMOs'. Neste resumo apresenta-se o caminho percorrido para explicar o modelo fatorial reflexivo, obtido através de um estudo transversal sobre DMOs portuguesas com responsabilidades nas áreas do turismo e desenvolvimento local ou regional. Foram identificados 470 DMOs e recolhidas 147 respostas válidas. Um questionário composto pelas quatro subescalas previamente submetidas a validações de conteúdo, confiabilidade e construto foi sujeito a uma Análise de Equações Estruturais. Para validação deste modelo considerou-se uma estrutura fatorial de primeira, segunda e terceira ordem, tendo esta última apresentado um melhor ajustamento. A definição de políticas que estimulem modelos de governança participativos nos projetos de desenvolvimento turístico, afiguram-se como a condição prioritária na recuperação do turismo no pós-COVID, quanto à internacionalização dos destinos, porque tornam os destinos mais resilientes às crises.

Keywords: Turismo, internacionalização de destinos, território, produto, governança, DMOs. [ID 159]

Entre o bem-estar e a segurança pública: o estresse ocupacional com policiais civis no contexto da pandemia Covid-19

Wanderley José **Miranda**
Centro Universitário Unihorizontes, wklm.miranda@hotmail.com

Jefferson Rodrigues **Pereira**
Centro Universitário Unihorizontes, jeffersonrodrigues@live.com

Alice **Oleto**
Faculdade Getúlio Vargas - FGV/EAESP, aliceoleto@hotmail.com

Míria Miranda de Freitas **Oleto**
Universidade Federal de Minas Gerais – UFMG, miria@face.ufmg.br

Essa pesquisa tem como objetivo descrever e analisar as possíveis manifestações de estresse ocupacional no contexto de pandemia de COVID-19 em policiais civis de Minas Gerais. Metodologicamente, desenvolveu-se um estudo descritivo, de abordagem quantitativa, por meio de estudo de caso numa Unidade Policial. Os dados foram obtidos por meio de questionário eletrônico respondido por 102 policiais. Os resultados apontam acentuados estressores incidentes no período da pandemia, notadamente por comporem a chamada "linha de frente". Notou-se manifestações de estresse, cujos fatores foram estabelecidos através da verificação dos construtos. O trabalho foi afetado em decorrência de conflitos no ambiente de trabalho, tensão elevada do risco laboral, interferências externas causadoras de tensão e potencializada pela pandemia. Esta pesquisa contribuiu para entender o fenômeno do estresse ocupacional em policiais civis, auxiliando na discussão de mecanismos minimizadores de efeitos, proporcionando correlação entre bem-estar e segurança, além da reflexão sobre medidas proativas para enfrentamento de situações adversas.

Palavras-chave: Estresse ocupacional, Covid-19, pandemia, policiais civis, bem-estar, segurança. [ID 118]

The role of perceived destination sustainability in enhancing visitor loyalty: a holistic approach

Ovidiu Ioan **Moiescu**

Babeş-Bolyai University, ovidiu.moiescu@econ.ubbcluj.ro

Oana Adriana **Gică**

Babeş-Bolyai University, oana.gica@ubbcluj.ro

Besides their core function to enhance destination competitiveness, Destination Management Organizations (DMOs) also need to pursue the sustainability of destinations. Previous research has suggested that the perceived sustainability of destinations can positively impact visitors' loyalty, which further provides consistency and predictability for the local hospitality industry's income, while reducing marketing costs related to attracting new visitors. However, such studies have generally embraced a narrow approach when investigating the impact of destinations' perceived sustainability on their visitors' loyalty, without including in their research models the perceived quality and value of destinations, being thus prone to endogeneity issues. The current study investigates the impact of perceived quality, value, and sustainability of destinations on their visitors' loyalty, altogether, via visitor satisfaction, as mediating factor. For that, we used a sample of 1011 Romanians who were willing to assess, a posteriori, their most recently visited destination, considering its quality, value, and sustainability. Data were analyzed using partial least squares structural equation modeling (PLS-SEM). Our results revealed that the perceived socio-economic and environmental sustainability of destinations positively impact visitor loyalty, satisfaction playing a mediating role. Moreover, the perceived socio-economic sustainability of destinations has a stronger impact on visitor loyalty than any constituent of destination quality, while the perceived environmental sustainability of destinations plays a more important role than some important destination quality dimensions such as amenities, accessibility, or tourist information. These mean that in order to increase the competitiveness and visitors' loyalty DMOs should focus more on pursuing the sustainability of the managed destinations.

Keywords: Destination quality, destination value, destination sustainability, visitor satisfaction, visitor loyalty. [ID 602]

Financial literacy and risk-taking propensity as predictors of undergraduates' entrepreneurial intention

Antonio **Molina-García**

University of Málaga, antoniomolina@uma.es

Rubén **Martínez-Alonso**

University of Almería, ruben.martinez@ual.es

María J. **Martínez-Romero**

University of Almería, mariaj.martinez@ual.es

Julio **Diéguez-Soto**

University of Málaga, jdieguez@uma.es

Entrepreneurial intention, as one of the best entrepreneurship predictors, is related to the individual's choice to start a new business. Entrepreneurship education is, without a doubt, the topic that arouses the greatest interest in the entrepreneurship research community. However, empirical evidence is contradictory regarding the influence of entrepreneurship education on entrepreneurial intention, leading academics to the recent claim to delve into the existing heterogeneity regarding the relationship between knowledge, skills and competencies and entrepreneurial intention. This article proposes individuals' financial literacy as a relevant predictor of undergraduates' entrepreneurial intention. Financial literacy-entrepreneurship evidence is scarce and limited: (1) they do not focus on entrepreneurial intention; (2) they incompletely measure the multidimensional construct of financial literacy; (3) they do not analyse undergraduates, despite being an important starting point for entrepreneurship. Therefore, this article applies covariance-based structural equation models to 568 Spanish undergraduates with business and tourism degrees to obtain the impact of financial literacy on entrepreneurial intention through the mediating role of risk-taking propensity. The results show that: (1) financial knowledge positively influences indirectly; (2) financial attitude negatively influences indirectly; (3) financial behaviour positively influences both directly and indirectly. These findings are highly relevant for the entrepreneurship research community in general and policymakers in particular since we demonstrate the entrepreneurial potential derived from undergraduates' financial literacy thanks to the mediating role of risk-taking propensity, which establishes a novel channel to promote entrepreneurship and, thus, solve the serious youth unemployment problems.

Keywords: Entrepreneurial intention, financial literacy, risk-taking propensity, undergraduates. [ID 250]

Exploring the relationship between financial literacy and family business risk behaviour: empirical evidence considering the moderating role of the generational stage

Antonio **Molina-García**

University of Málaga, antoniomolina@uma.es

M. Teresa **Galache-Laza**

University of Málaga, mtgalache@uma.es

Vicente **González-García**

University of Málaga, vgonzalez@uma.es

Daniel **Ruiz-Palomo**

University of Málaga, drp@uma.es

María Dolores **Martínez-Yeste**

mmartinezyeste@gmail.com

Family business is considered the backbone of most countries' economies. One aspect that arouses interest in the scientific community is family business risk behaviour due to its involvement in business strategy and sustainability, business performance, goals and behaviour of family members, and even macroeconomic issues. However, there is controversy in previous evidence, especially regarding the determining factors related to family managers' characteristics. Therefore, given that family business scholars call for more research on the family business heterogeneity at the individual-level to explain its behaviour at the business-level, this article analyses the influence of manager's financial literacy on family business risk behaviour from an upper-echelon theory perspective. Moreover, it examines the moderating role of the generational stage from a mixed gamble perspective. Partial least squares structural equation models are applied to 292 small and medium Spanish family businesses. Our results show that financial literacy positively influences family business risk behaviour. Moreover, our research found that the generation that controls family business moderates the financial literacy-family business risk behaviour relationship as follows: (1) first-generation or controlling owner, weak influence; (2) second-generation or sibling partnerships, moderate influence; (3) third and subsequent-generations or cousin consortiums, strong influence. These findings are highly relevant for the family business research community in general and managers and shareholders in particular since they evidence the relevance of managers' financial literacy in family business risk behaviour considering the generational stage implication, shedding light on a new individual-level determinant that can lead the family business to adopt a higher risk in a well-founded way.

Keywords: Financial literacy, risk behaviour, family business, generational stage. [ID 253]

Travelling with pets: Profiling dog-owners as tourists through artificial neural networks

Salvador **Moral-Cuadra**

University of Granada, smoral@ugr.es

Miguel Ángel **Solano-Sánchez**

University of Granada, msolano@ugr.es

Minerva **Aguilar-Rivero**

University of Cordoba, u52agrim@uco.es

Tomás **López-Guzmán**

University of Cordoba, tomas.lopez@uco.es

Dogs influence holiday planning when families travel with their pets and they have a direct implication on the services that they consume at destinations. This research aims to determine the relationship between the social characteristics of these dog tourists (e.g. gender, age, income, and academic training) and the relevance attributed by them to several opinions and attitudes related to tourism with dogs. The data that used is based on a survey of 21 Likert questions about perceptions and thoughts regarding dog tourism in Spain. Using advanced artificial intelligence techniques, such as the multilayer perceptron, an artificial neural network is developed to estimate a "tourist profile" based on inputs from the pre-determined Likert scale replies to the questionnaire. This model can also assess the variations produced through the Likert scale questions in every characteristic of the tourist's profile, which is useful for professionals and businesses who specialise in tourism with dogs.

Keywords: Dog, dog tourism, tourists' profiles, pets, artificial neural networks, multilayer perceptron. [ID 58]

¿Influye el nivel educativo en las motivaciones hacia un destino fronterizo? El caso de la frontera norte entre República Dominicana y República de Haití

Salvador **Moral-Cuadra**
University of Granada, smoral@ugr.es

Miguel Ángel **Solano-Sánchez**
University of Granada, msolano@ugr.es

Minerva **Aguilar-Rivero**
University of Cordoba, u52agrim@uco.es

Lucía **García-García**
University of Córdoba, Córdoba – Spain, z12gagal@uco.es

El turismo se configura como uno de los principales motores socioeconómicos allá donde se inserta. El modelo turístico tradicional basado en el sol y playa se encuentra saturado, siendo necesario la implantación de nuevas tipologías que generen una oferta complementaria a la ya existente. En este sentido, el turismo fronterizo se conforma como una de ellas en el destino que es objeto de estudio de esta investigación: la frontera norte entre República Dominicana y República de Haití. A través de este estudio se pretende evidenciar si existen diferencias significativas en las motivaciones de los turistas hacia el turismo fronterizo en función del nivel académico. Este análisis se ha realizado mediante el programa estadístico SPSS, empleando metodología no paramétrica para determinar la existencia o no de diferencias (Kruskal-Wallis). El tamaño muestral empleado fue de 580 encuestas, todas ellas realizadas por turistas en el mercado binacional situado en la frontera norte dominico-haitiana. Entre los principales resultados cabe destacar la existencia de diferencias significativas entre los licenciados y aquellos que declaran tener bachillerato o inferior para motivaciones como visitar zonas naturales, ocio y descanso o gastronomía (mayor valoración por parte de los licenciados). Por otro lado, también cabe destacar diferencias significativas entre aquellos turistas con doctorado y el resto de categorías educativas (bachillerato o inferior, licenciado y máster) para las motivaciones de investigación científica y actividades sociales (mayor valoración por parte de los turistas con doctorado). Finalmente, no se han evidenciado diferencias significativas en cuanto a las motivaciones de compra y estudiar.

Keywords: Turismo, frontera norte, República Dominicana, República de Haití, motivaciones, nivel educativo. [ID 70]

¿Influye la población local en el apoyo al desarrollo de actividades turísticas? El caso de la región noroeste de República Dominicana

Salvador **Moral-Cuadra**
University of Granada, smoral@ugr.es

Miguel Ángel **Solano-Sánchez**
University of Granada, msolano@ugr.es

Lucía **Castaño-Prieto**
University of Córdoba, lcastano@uco.es

José **Manuel Taveras**
Universidad Tecnológica de Santiago, josemanueltaveras@gmail.com

El turismo sostenible es una tipología reciente que ha surgido como alternativa a un modelo tradicional basado en el turismo de masas. El agroturismo se configura como una tendencia clave, implicando el desarrollo de esta actividad el beneficio tanto de los propietarios de las industrias como de la población local donde se inserta dicha actividad. La región de análisis es la situada más al noroeste del país y comprende las provincias de Dajabón, Valverde, Montecristi y Santiago Rodríguez. El estudio aborda si existen o no diferencias significativas entre la población local de cada una de las cuatro provincias y su apoyo o no al desarrollo del turismo en la zona. Así, tras usar el programa estadístico SPSS 24.0 y emplear una muestra cercana a las 600 encuestas y tras comprobar que no se cumplía la suposición de normalidad de las variables, se llevó a cabo un análisis basado en el test de Kruskal-Wallis donde se pudieron evidenciar diferencias significativas en cuanto a la provincia de la comunidad local donde se insertaba la actividad y si existía apoyo o no al desarrollo del turismo. Los resultados obtenidos ponen de manifiesto la existencia de diferencias significativas y, más en concreto, entre las provincias de Valverde, Santiago Rodríguez y Montecristi. Análisis posteriores pusieron de manifiesto que la provincia de Montecristi fue la que valoró más positivamente el desarrollo de actividades turísticas (4,41 sobre 5), por encima de las provincias de Valverde y Santiago Rodríguez (4,05 sobre 5).

Palabras clave: Agroturismo, región noroeste, población local, República Dominicana, turismo. [ID 71]

Responsabilidad social corporativa en empresas de la región noroeste de República Dominicana aplicada al medioambiente. ¿Influyen los años en la alta dirección de la empresa?

Salvador **Moral-Cuadra**
University of Granada, smoral@ugr.es

José **Valverde-Roda**
University of Córdoba, jvalverde@uco.es

José Enrique **Ramos-Ruiz**
University of Córdoba, d22raruj@uco.es

Víctor **Ramos-Cepeda**
Technological University of Santiago, vimaram1@yahoo.com

Las medianas y pequeñas empresas se conforman como uno de los principales motores económicos en República Dominicana y, más en concreto, en la región noroeste de la misma. Las cuatro provincias que conforman esta región (Valverde, Santiago Rodríguez, Dajabón y Montecristi) suman un total de 21.861 establecimientos, por lo que el aporte tanto a nivel de riqueza como de empleo queda fuera de toda duda. El estudio que aquí se muestra trata de ver si existen diferencias significativas o no entre los trabajadores de las empresas de la región noroeste de República Dominicana (Menos de 3 años en la empresa; de 3 a 10 años; Más de 10 años) y su actitud hacia la Responsabilidad Social Corporativa Medioambiental (en adelante, RSC-M). Sobre un total de 560 establecimientos se preguntaron a una persona de la alta dirección de cada una de ellas sobre cuestiones relacionadas con la RSC-M. Tras ello, se procedió a su tabulación y análisis a través del programa estadístico SPSS v.24. Se procedió a un test de Kruskal-Wallis donde se evidenciaron diferencias significativas en torno a cuestiones relacionadas con el medioambiente y el ahorro energético en la empresa. Estas diferencias se dieron entre aquellos empleados de alta dirección de la empresa que llevan en la misma entre 3 y 10 años y más de 10 años, donde los que llevan más tiempo en la empresa señalaban que mayores esfuerzos en ahorros energéticos se estaban realizando.

Palabras clave: RSC, República Dominicana, mediana empresa, pequeña empresa, Región Noroeste. [ID 72]

Understanding tourist knowledge: the application of the reaction time measure

Jianjian **Mou**
Universidade do Porto, maureenmjj@gmail.com

Pedro **Quelhas Brito**
Universidade do Porto, pbrito@fep.up.pt

This study proposes a novel measurement of tourists' objective knowledge of a destination. Based on the theory of spreading activation of memory, an android application was developed to examine the content and strength of individuals' objective knowledge of a foreign destination brought by constant vicarious destination experience (CVDE) in the home environment. The android application displayed the stimuli in random sequence and record participants' judgement (the content of knowledge) and reaction times (the proxy of strength of knowledge) to them. Macau (offering CVDE of Portugal) and mainland China were chosen as research contexts. Through the experimental design involving 378 mainland Chinese and Macau native college students divided in six groups, the results revealed that by adding the examination of reaction times besides text, the impact of CVDE is more evidently reflected. The implications of the results for tourist knowledge study are discussed.

Keywords: Reaction time, spreading activation of memory, objective knowledge, constant vicarious destination experience, Chinese outbound tourists, European destinations [ID 410]

Tourism entrepreneurship and territorial identity: Enhancing the notoriety of the "Center of Portugal" brand

Andreia **Moura**

Polytechnic Institute of Coimbra, andreiamoura@esec.pt

Maria do Rosário **Mira**

Polytechnic Institute of Coimbra, mrmira@esec.pt

Ana Cristina **Ferreira**

Polytechnic Institute of Coimbra, ana.cris_ferreira@hotmail.com

The territorial brand provides the projection of an identity image that adds value to the destination, fostering an integrating vision and feelings of belonging, capable of attracting tourists, but also residents and, especially, investors and businesses. In the context of tourism, in order to attract investment, it is crucial to understand the perception of entrepreneurs regarding the territorial brand of the regions where they intend to invest and identify the territorial attributes that they value and that drive them to invest. To answer these objectives, a transversal and exploratory study was developed through a self-administered questionnaire survey to entrepreneurs in the Centre Region. There were 138 answers (N=138) that allowed the content, reliability and validation analysis, principal component analysis (PCA) and analysis of variance and covariance matrices (MANOVA), aiming to test differences in responses between groups. The results indicate that the brand "Center of Portugal" is closely associated with "Nature" and "Diversity" and that entrepreneurs seek opportunities, considering the specificities of the territory. Specifically, the most valued attributes are the 'Experiential' and 'Symbolic' of the destination, in a symbiosis between resources and identity elements.

Keywords: Tourism entrepreneurship, territorial identity, attributes of tourism destinations, place branding. [ID 208]

Ecoturismo y reservas privadas ornitológicas en los Andes Ecuatorianos: Reserva Buenaventura

Guzmán **Muñoz-Fernández**

University of Córdoba, guzman.munoz@uco.es

Nikolay **Aguirre**

Universidad Nacional de Loja, nikolay.aguirre@gmail.com

Rocío **Arteaga-Sánchez**

Universidad de Sevilla, rarteaga@us.es

Jerónimo **Torres-Porras**

University of Córdoba, jeronimo.torres@uco.es

Ecuador es considerado uno de los 17 países megadiversos del planeta, lo que atrae a numerosos turistas internacionales que visitan el país con la intención de observar su flora y fauna neotropical, especialmente sus aves, en sus espacios protegidos. Una parte de estos turistas visitan reservas privadas, como es la Reserva Buenaventura, situada en los Andes Ecuatorianos, con una importante masa de bosque nublado. Esta reserva fue creada para proteger el hábitat de una de las más ricas poblaciones ornitológicas de Ecuador. Perteneciente a la Fundación Jocotoco, esta organización no gubernamental trabaja en la protección de áreas críticas para la conservación de especies de aves endémicas y amenazadas en el Ecuador. El objeto de esta investigación es estudiar si estas áreas protegidas, además de cumplir con su función de protección, pueden ser un atractivo turístico, especialmente para los amantes de la ornitología. Para ello se ha utilizado un cuestionario para obtener información sobre los visitantes que acceden a la Reserva Buenaventura, evaluando cuatro dimensiones: caracterización general de los turistas; satisfacción y conocimiento de la reserva y los bosques de niebla; nivel de especialización ornitológica y naturalista; y grado de actitud proambiental. Los resultados muestran que existe un turista específico de naturaleza y ornitológico, que visita distintas reservas protegidas en su viaje a Ecuador, con una estancia prolongada en el país y con un alto grado de concienciación ambiental. Por lo que estas reservas naturales privadas cumplen una importante doble función: protección de los ecosistemas de aves y atracción para un nuevo turista ambiental.

Keywords: Ecoturismo, observación de aves, eco-albergues, reservas naturales privadas. [ID 81]

A Peregrinação no Séc. XII: as práticas de viajar

Mafalda Martins **Nascimento**

Secretária-Geral, Associação Ordem dos Pobres Cavaleiros do Templo de Jerusalém –
OPCTJ, geral@opctj.pt

Luís Mota **Figueira**

Instituto Politécnico de Tomar e Universidade de Aveiro, lmota@ipt.pt

As peregrinações adquiriram uma importância crucial na Idade Média e na história religiosa em geral, tendo sempre mobilizado milhares de pessoas a nível global. As viagens em geral e as movimentações por motivos religiosos assumem ainda hoje uma extraordinária relevância no setor turístico e um importante contributo para o desenvolvimento regional e local que envolvem os lugares sagrados, com criação de valor e benefício das populações locais.

Neste trabalho, descrevem-se os aspetos relativos às viagens e peregrinações na Idade Média, nomeadamente as motivações, os perigos a que os viajantes se encontravam expostos, os intervenientes na proteção dos peregrinos e o desenvolvimento da prestação de alguns serviços. É precisamente neste contexto medieval que algumas ordens religioso-militares assumiram um papel relevante a nível socioeconómico, que não se restringiu apenas aos séculos de obscurantismo.

Os perigos que as viagens representavam à época levaram a transformações que ainda hoje marcam a realidade atual, não só a nível do segmento de mercado relativo ao turismo religioso em locais sagrados, mas também no que respeita ao desenvolvimento de atividades características e conexas ao turismo, como o alojamento e o sistema bancário internacional.

Palavras-chave: Viagens, peregrinações, idade média, ordens religioso-militares. [ID 550]

As Dimensões da Governança do Turismo: uma proposta de modelo de análise

Edson Domingos **Nascimento**

Instituto Federal do Piauí – IFPI, dnascimento.edson@gmail.com

Suellen Alice **Lamas**

Centro Federal de Educação Tecnológica - CEFET/RJ, lamas.suellen@gmail.com

A governança é um tipo de gestão, em que o Estado governa com os outros; sociedade e mercado. Neste cenário, a participação social é compreendida como fator relevante na elaboração e na implementação de ações para o desenvolvimento do turismo, tornando-se um conceito 'politicamente correto'. No entanto, observa-se que a investigação sobre a participação social e os seus efeitos no contexto das regiões turísticas, bem como, as dimensões da governança e suas implicações na gestão regional do turismo, encontram-se incipientes, no debate sobre as influências desses elementos na estrutura das Instâncias de Governança Regionais (IGRs). A pesquisa é do tipo exploratória, descritiva e explicativa, com abordagem quantitativa, a área de estudo atende a três regiões turísticas consolidadas no Programa de Regionalização do Turismo (PRT). A presente proposta tem como relevância apresentar um modelo de análise de governança turística, com o intuito de identificar as variáveis da participação e as dimensões da governança. O resultado revelou quatro variáveis comuns da participação: apego ao lugar, orgulho da região, benefícios individuais e confiança. E três variáveis comuns da governança: pesquisa, qualificação e marketing.

Palavras-chave: Governança turística, modelo, participação social, dimensões, variáveis. [ID 368]

Rediscovering Mediterranean landscapes through coastal well-being walks in Southern Catalonia

Marta Gemma **Nel-Lo Andreu**
University of Rovira i Virgili, martagemma.nello@urv.cat

Alba **Font Barnet**
University of Rovira i Virgili, alba.font@urv.cat

Meritxell **López Folch**
University of Rovira i Virgili, meritxell.lopez@estudiants.urv.cat

The southern coast of Catalonia offers very varied and numerous tourist areas, made up of a mosaic of different landscapes, a tangible and intangible heritage of incalculable value, and Mediterranean gastronomy based on quality, local produce, among other attractions, which can be experienced and explored by following the Camí de Ronda (CR) itineraries, less than 500 meters from the coast. The CR combines scenic, historical, cultural and natural features, and can also respond to alternative tourist services and provide the population with sport facilities and contact with the sea and nature, which have numerous benefits for health and well-being. At the moment, the CR is not used anywhere near its full potential as a tourist resource and, despite the efforts made on a local level, no consolidated and articulated proposal has been put forward by the coastal municipalities through which the route passes. This project intends defining a proposal to rediscover Mediterranean landscapes through coastal well-being walks in Southern Catalonia as a differentiated resource of quality and well-being tourism that benefits both the resident and visiting population. Recovering the CR reinforces a range of pathways along the coast, preserving the natural environment and marine and coastal ecosystem through small-scale actions in order to adapt the route's physical characteristics to the type of public for whom this service is intended (accessibility, safety, frequency...).

Keywords: Coastal well-being walks, Camí de Ronda, Mediterranean, tourism. [ID 343]

When virtual spaces permeate adaptive spaces: the impacts of virtuality on leadership roles

Flavia Rocha Figueiredo **Neves**
Fundação Dom Cabral, fneves.associado@fdc.org.br

Paulo Renato de **Sousa**
Fundação Dom Cabral, paulorenato@fdc.org.br

Paulo Alexandre Pereira Alves de **Almeida**
Fundação Dom Cabral, paulo.almeida@fdc.org.br

Long before the global striking of COVID-19, virtual spaces have been used as spaces for interaction, for both social and work purposes. Organizational leaders face numerous challenges in dealing with unexpected outcomes of enabling work to be developed through interactions mediated by information and communication technology tools. To manage these challenges, this study investigates the impacts of virtuality within adaptive spaces used to foster innovation and organizational adaptability. The findings of this qualitative research, developed in three organizations settled in Brazil, suggest positive impacts on tasks developed within virtual adaptive spaces, and provide a model to help implement remote work through adequate leaders' actions. This study shows significant contributions to different areas of research and literature, such as leadership and leadership development, and remote working teams.

Keywords: Leadership, e-leadership, remote work, virtuality, adaptive spaces. [ID 132]

Turismo gastronómico experiencial: análise do conceito a partir na perspectiva da sustentabilidade

Marianys Girao Fernandez **Neves**
Universidade do Algarve, a70256@ualg.pt

Nélson Manuel da Silva de **Matos**
Universidade do Algarve, nmmatos@ualg.pt

Filipa Perdigão **Ribeiro**
Universidade do Algarve, fperdig@ualg.pt

O turismo gastronómico constitui uma ferramenta poderosa no desenvolvimento das comunidades pelo valor agregado à experiência turística, daí a atenção dos diferentes *stakeholders* no que respeita ao aprofundamento dos estudos na perspectiva da sustentabilidade, bem como para fomentar as práticas sustentáveis. Através da análise do contexto e da evolução do conceito, esta investigação pretende elaborar um marco teórico das experiências gastronómicas sustentáveis. Para o efeito realizou-se uma revisão sistemática da literatura a partir da seleção de artigos nas bases de dados *Web of Science* e *Scopus*, selecionados a partir das palavras-chaves: (1) experiência gastronómica, (2) gastronomia sustentável e (3) experiência gastronómica sustentável, obtendo-se uma listagem final de 80 artigos. A análise do corpus permitiu identificar os seguintes elementos mais relevantes: (1) dimensões (éticas, funcionais, hedónicos, socio-políticas e económicas), (2) desenho da experiência gastronómica sustentável (comportamento do consumidor, aspetos multissensoriais, produto e cenário) e (3) análise conceptual do termo (emoções sensoriais, gastronomia local e autenticidades do produto, preservação da identidade regional, fortalecimento das relações com os *stakeholders*, pilares económicos sociais e ambientais). Contudo, a análise demonstrou a necessidade em desenvolver estudos sobre a conceptualização e operacionalização do conceito de *experiências gastronómicas sustentáveis* e, adicionalmente, a sua promoção e aplicação junto dos diferentes *stakeholders*. As implicações teóricas do estudo consubstanciam-se no enriquecimento do marco teórico: conceptualização, processo de desenho e proposta de indicadores para a avaliação do construto. No âmbito prático, o estudo revela novos elementos a considerar pelos *stakeholders* no processo do desenho das experiências, assim como nas práticas sustentáveis.

Keywords: Experiência gastronómica, gastronomia sustentável, experiência gastronómica sustentável. [ID 597]

Identifying the creative tourism capacities of the Historical City of Qazvin-Iran

Alireza Nowruzi **Niaraki**
University of Guilan, alireza.n728@gmail.com

Esmail Aghaeizadeh **Gourabi**
University of Guilan, aghaeizadeh@guilan.ac.ir

Mehdi **Hesam**
University of Guilan, mhesam@guilan.ac.ir

In recent decades, tourism has changed along with many human phenomena. These changes, which have been reflected in the tendency of tourists toward gaining unique and local experiences, can be introduced as creative tourism. The aim of this research was to identify the status of creative tourism backgrounds in the three areas: creative context, creative products and experiences, and creative class on the one hand; and to rank the related indicators in Qazvin, on the other hand, as one of the historical cities of Iran to meet the necessary conditions for the purposeful planning to achieve creative tourism. Regarding its rich history, the city of Qazvin has a valuable heritage of tangible and intangible cultural resources that can be considered an important destination for creative tourism if they have been identified and strengthened. This research method was descriptive-analytical and aimed to identify the creative tourism capacities of Qazvin in the abovementioned three areas. Data have been obtained through snowball sampling based on the experts' opinions on tourism and urban management in Qazvin and then were analyzed using Friedman, one Sample T-Test and Pearson correlation tests. The results indicated that the city is not in a good position in the three areas studied. However, at some indicators, in terms of cultural and creative resources, includes the number, variety and quality of products and creative tourism experiences, a perfect position could be seen in this city. If other indicators are strengthened, these resources could be used to benefit the city from the benefits of creative tourism development.

Keywords: Capacity Measurement, urban tourism, creative tourism, Historical City of Qazvin. [ID 531]

Sustainable consumption habits of local food products: a study in Lagos

Soraia Vieira **Nóbrega**

Universidade do Algarve, soraianobrega95@gmail.com

Marisa **Cesário**

Faculty of Economics, University of Algarve and CinTurs, mcesario@ualg.pt

Dora **Agapito**

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

Contemporary trends related to sustainable consumption behaviors are emerging and have a great impact on public opinion. It becomes increasingly relevant to study sustainable consumption habits in the context of local products. The need for a change in behaviors aiming for them to be more sustainable and have a positive impact on individual well-being is increasingly evident. The purpose of this research is to reflect on the theme of social marketing as a vehicle for changing consumer habits. We aim to understand consumer behavior through the analysis of sustainable consumption habits, regarding local food products. The objectives are to identify the participants' consumption profile and to understand what the main inhibitors of sustainable consumption are, with respect to local food products. Following a quantitative and transversal approach, an online questionnaire was administered to residents living at least for a year in Lagos, Algarve, using the snowball technique. Of the collected questionnaires, 125 were eligible. Results showed that the items with the greatest importance for respondents are the ones assessing attitudes about the influence of health on sustainable consumption behavior, as well as attitudes about regional products. There was also a moderate to high positive significant correlation between the variables related to genetic modifications concerns, support for local producers, and health concerns. Monetary barriers were identified as the main inhibitor to adopting more ethical consumer behavior. Furthermore, it was possible to ascertain that most participants are already in the maintenance stage, proposed by Prochaska and DiClemente (1983), in the Transtheoretical Model.

Keywords: Sustainable consumption behavior, social marketing, local products, transtheoretical model of behavioral Change. [ID 334]

Sustainable tourism as a sociological research field – a bibliometric review

Carla Filipa Sequeira Valente **Nogueira**

University of Algarve and CinTurs, cfnogueira@ualg.pt

João Filipe **Marques**

Faculty of Economics, University of Algarve and CinTurs, jfmarq@ualg.pt

The importance of the sustainability of tourism experiences and destinations has become a structural concern over the past few years. Sustainability is a crucial dimension for all sectors of activity, and tourism is no exception. In recent decades, there has been a substantial growth of scientific production on sustainable tourism in different journals and across an extensive range of scientific areas. This communication presents an up-to-date systematic review of the sociological literature on sustainable tourism. A total of 454 papers indexed in the Web of Science, and categorized as belonging to the scientific area of sociology, were analyzed. The communication offers an overview of the evolution of this scientific production, identifying the most relevant authors, sources, institutions and countries in this field, trending topics and how they have changed in the last three decades. It mobilizes bibliometric analysis techniques using the VosViewer and Biblioshiny software. This work allows a more systematic understanding of how sociology has focused on sustainable tourism and informs future research. The data reveal that while ecotourism and the impacts of tourism activity were prominent themes in the 1990s and 2000s, current research areas focus on climate change, emotions, authenticity and communities.

Keywords: Sustainability, sustainable tourism, bibliometric analysis, sociology, literature review. [ID 313]

El papel mediador de la compensación total en tiempos de COVID 19 entre la dirección estratégica y la RSC en empresas del sector turístico

José Manuel **Núñez-Sánchez**

University of Málaga, josemanuel.nunez@uma.es

Jesús **Molina-Gómez**

University of Málaga, jmolinag@uma.es

Pere **Mercadé-Mele**

University of Malaga, pmercade@uma.es

Santiago **Almadana-Abon**

University of Málaga, santiago.almadana@gmail.com

La pandemia de la COVID-19 ha afectado a empresas de todo el mundo, con especial incidencia en el sector turístico. Es importante generar investigaciones para comprender la relación entre la dirección estratégica (DE), la estrategia de responsabilidad social corporativa (RSC) y el papel de la compensación total (CT) como variable mediadora. En este entorno tan cambiante y desconocido, en el que la RSC debe satisfacer las necesidades de los stakeholders, resulta fundamental la implantación de sistemas de CT más eficaces e innovadores. El objetivo de este estudio es analizar la importancia del sistema de CT en la industria turística en España, siendo una herramienta estratégica y determinante para poder alcanzar los objetivos de RSC. Previo a la recogida de datos, se realizó una revisión de la literatura para identificar diferentes elementos de CT, financieros y no financieros, que inciden en la RSC de la empresa. El método utilizado es modelo de ecuaciones estructurales, con una muestra de 155 trabajadores del sector turístico. Se demuestra una relación más intensa entre la DE y la CT de tipo no financiera. Además, el efecto indirecto entre la DE y la RSC es más intensa a través de la CT de tipo no financiera, como el cuidado del bienestar de los empleados. La presente investigación podría ayudar a organizaciones del sector turístico a considerar las retribuciones no financieras con mayor intensidad como parte de su configuración de la CT, ayudando así a la DE a conseguir mejores resultados logrando cumplir con sus objetivos de RSC.

Palabras clave: Dirección estratégica, compensación total, retribución financiera, retribución no financiera, responsabilidad social corporativa, sector turístico. [ID 612]

Actitudes de la comunidad de acogida hacia los impactos del turismo en momentos de pandemia de COVID-19:

Un análisis de conglomerados

Julia Margarita **Núñez-Tabales**

Universidad de Córdoba, es2nutaj@uco.es

Francisco José **Rey-Carmona**

Universidad de Córdoba, td1recaf@uco.es

José Luis **Durán-Román**

Universidad de Jaén, jduran@ujaen.es

Isabel **Carrillo-Hidalgo**

Universidad de Jaén, ihidalgo@ujaen.es

Ante la pandemia provocada por la COVID-19, es posible que la comunidad de acogida modifique su percepción acerca de los impactos del turismo en la zona. El propósito de la presente investigación es determinar si es posible separar a los residentes de una ciudad en diferentes grupos atendiendo a sus actitudes en relación con los impactos derivados del turismo -siendo estos positivos o negativos y, a su vez, económicos, socioculturales y ambientales-. Para ello, a partir de la literatura se recopiló un total de 16 impactos derivados del turismo y se llevó a cabo un estudio en una de las más importantes ciudades Patrimonio de la Humanidad del sur de España. Esta investigación rellena claramente una brecha de conocimiento, ya que este análisis es frecuente en destinos de "sol y playa", pero escasea en ciudades patrimonio de la humanidad y no se ha realizado previamente en un contexto de pandemia. Primeramente se llevó a cabo un análisis factorial exploratorio y un análisis de componentes principales que permitió identificar tres factores dentro de la lista de actitudes. En segundo lugar, se realizó un análisis por conglomerados K-medias que distinguió tres tipologías de residentes, con un elevado ratio de aciertos (95,4%). Por último, se procedió a la caracterización de cada uno de los tres conglomerados atendiendo a sus características demográficas y, como novedad, según la pertenencia a un grupo vulnerable de padecer COVID-19. Los resultados de este estudio pueden proporcionar información muy útil a los gestores públicos de turismo de la ciudad.

Palabras clave: Segmentación, actitudes de los residentes, COVID-19, Ciudad Patrimonio de la Humanidad. [ID 126]

Intangibilidade e o seu impacto no desempenho de mercado de empresas brasileiras e estadunidenses

Diogo Di Mambro **Oliveira**

Centro Universitário Unihorizontes, diogodimambro@hotmail.com

José Roberto de Souza **Francisco**

Universidade Federal de Minas Gerais, jroberto@face.ufmg.br

Hudson Fernandes **Amaral**

Centro Universitário Unihorizontes, hfamaral.cepead@gmail.com

A teoria de finanças tem encontrado uma relação negativa entre recursos intangíveis e desempenho de mercado. Este trabalho tem o objetivo de verificar o impacto da intangibilidade no desempenho de mercado em uma amostra de 103 empresas brasileiras e 404 empresas estadunidenses, separadamente por país, entre os anos de 2009 e 2019. A *proxy* representativa de intangibilidade foi o Q de Tobin adaptado de Chung e Pruitt (1994), e RTS (*Return to Shareholders*) representou desempenho de mercado. Foi aplicado o teste de diferenças de medianas de Mann-Whitney nas empresas separadas em intangíveis-intensivas e tangíveis-intensivas, pelo Q de Tobin no período t , que tiveram os seus desempenhos de mercado comparados. Depois foram executados testes de modelos econométricos de Dados em Painel, tendo como variável explicativa de interesse o Q de Tobin defasado em 1 e 2 períodos, e variável dependente o RTS. Os resultados demonstraram que a intangibilidade impacta em um primeiro momento de forma positiva o desempenho de mercado, e em seguida de forma negativa, coadunando com Daniel e Titiman (2006) de que o mercado sobrerreage à informação intangível.

Palavras-chaves: Recursos intangíveis, desempenho financeiro, desempenho de mercado. [ID 451]

Valores pessoais, estilo de vida e comportamento sustentável em Jericoacoara, Ceará, Brasil

Laís Vieira Castro **Oliveira**

Instituto Federal de Educação, Ciência e Tecnologia do Piauí, lais.castro@ifpi.edu.br

Cláudia Buhamra Abreu **Romero**

Universidade Federal do Ceará, buhamra@ufc.br

Clayton Robson Moreira da **Silva**

Instituto Federal de Educação, Ciência e Tecnologia do Piauí, clayton.silva@ifpi.edu.br

Diversos elementos são capazes de prever as atitudes e comportamentos dos indivíduos. No âmbito da sustentabilidade, os valores pessoais e o estilo de vida parecem ser fatores relevantes para prever os comportamentos individuais. Nesse contexto, este estudo analisa o papel dos valores pessoais e do estilo de vida na formação do comportamento sustentável do turista. Para tanto, realizou-se uma *survey* com 118 turistas em Jericoacoara, Ceará, Brasil. Para analisar os dados, foram utilizadas técnicas de análise descritiva, análise fatorial confirmatória e modelagem de equações estruturais. Os resultados mostram que atitude favorável a uma experiência mais sustentável no turismo é influenciada pelo valor pessoal de universalismo e pelo estilo de vida ecológico. Ainda, verificou-se a consistência da Teoria da Ação Racional para prever o comportamento sustentável do turista, uma vez que o comportamento de pagamento da taxa de turismo sustentável foi influenciado pela intenção comportamental que, por sua vez, foi influenciada pela atitude e pela norma subjetiva.

Palavras-chave: Comportamento sustentável, valores pessoais, estilo de vida, Jericoacoara. Teoria da Ação Racional. [ID 354]

Online surveys in the field: How important and feasible it is?

Jose L. Oviedo
CSIC, jose.oviedo@csic.es

Laura Ribeiro
EPPO, IPMA, lribeiro@ipma.pt

Jorge Ramos
University of the Algarve and CinTurs, jhramos@ualg.pt

Saltmarshes are areas with enormous value associated with the provision of ecosystem services. These areas, in addition to sheltering a great biodiversity of species adapted to this type of habitat, can also host some important economic activities (e.g., aquaculture, salt production), as well as providing leisure spaces for people. The natural spaces that are located close to towns and cities are highly sought after as areas of leisure and well-being by local populations, visitors and tourists, for the practice of physical or recreational activities (e.g. jogging, cycling, birdwatching or simply walking with friends/colleagues/family members). However, the quality enjoyment of these spaces implies the need to create infrastructures and their maintenance (e.g., signage, small bridges, walkways, shelters, toilets, etc.). The Aqua & Ambi 2 project consisted of questioning *in situ* people who enjoyed a natural space in the marsh area and knowing the value attributed by users. To facilitate data collection, mobile devices with access to the cloud were used, and the remote input of data was carried out through a digital platform (TickStat). The study areas were in Spain the bay of Cádiz and in Portugal the westernmost part of the Ria Formosa in the area of the São Lourenço and Ludo trails.

Keywords: Ecosystem services; leisure (activities); saltmarsh; value attribution (to natural areas). [ID 54]

O papel das Instituições de Ensino Superior na criação de spinoffs académicas: perspetiva de cooperação IES-Indústria

Ana Pacheco
Polytechnic Institute of Tomar, ana.ipacheco@ipt.pt

Jorge Simões
Polytechnic Institute of Tomar & Techn&Art, ana.ipacheco@ipt.pt

Eunice Ramos Lopes
Polytechnic Institute of Tomar & Techn&Art, jorgesimoes@ipt.pt

Júlio Silva
Polytechnic Institute of Tomar & Techn&Art, jsilva@ipt.pt

A cooperação Instituições de Ensino Superior (IES)-Indústria é de extrema relevância para o desenvolvimento da economia, sobretudo a nível regional.

Assim, nos últimos anos, as IES têm-se voltado cada vez mais para a criação de spinoffs académicas visando a transferência do conhecimento gerado pelas suas atividades de pesquisa. Ao mesmo tempo, isso tem gerado um aumento na pesquisa académica sobre essa estrutura empresarial, a fim de identificar as melhores estratégias para sua gestão e as políticas universitárias mais eficientes.

Consequentemente, a metodologia deste estudo recai sobre um estudo de caso (qualitativo), tendo como objetivo avaliar o papel das IES na criação das spinoffs académicas, numa perspetiva de cooperação IES-Indústria.

Este estudo de caso, permitiu-nos chegar aos nossos resultados, após a aplicação da entrevista a fundadores de spinoffs académicas e aos docentes que lecionam a cadeira de empreendedorismo, num Instituto Politécnico (IPX). Deste modo, trazemos as nossas contribuições, tanto para a teoria como para a prática, contribuindo com uma revisão de literatura sobre o tema e despoletando um maior interesse para a criação de spinoffs académicas.

Keywords: cooperação universidade-indústria; spinoffs académicas; transferência de conhecimento; empreendedorismo académico; teoria de redes. 178

Efectos condicionantes en la inclusión de un destino complementario en la visita a Málaga

Ismael **Pablo-Soler**
University of Malaga, ipsoler@uma.es

Eva María **Sánchez-Teba**
University of Málaga, emsanchezteba@uma.es

German **Gemar**
Universidad de Málaga, ggemar@uma.es

Este trabajo tiene como objetivo identificar aquellos perfiles turísticos y aquellas características del viaje que condicionan la probabilidad de complementar el viaje a la ciudad de Málaga con otro destino. Partiendo de una encuesta con más de 1000 cuestionarios a turistas recogidos con anterioridad a los efectos de la pandemia se realizó un modelo de regresión binaria logit. Los resultados revelan la probabilidad de visitar otro destino estaría influenciada por características del turista tales como la nacionalidad o la edad o características del viaje como el tipo de reserva, el tiempo de reserva o la duración de la estancia entre otras. Asimismo, los hallazgos parecen indicar que los turistas perciben los destinos adyacentes a la ciudad de Málaga como destinos locales. Esta investigación puede ser de utilidad tanto para las empresas y gestores de destino de la ciudad de Málaga como para aquellos situados en esos destinos complementarios. Los primeros podrían intentar retener al turista en la ciudad o enriquecer su oferta con visitas a otros destinos. Los segundos pueden identificar y centrar sus esfuerzos hacia aquellas condiciones más favorables.

Palabras clave: Destino complementario, elección de destino, gestión de destinos, Málaga, regresión logística; segmentación turística. [ID 102]

Roles de las universidades en los ecosistemas empresariales

Ismael **Pablo-Soler**
University of Malaga, ipsoler@uma.es

Pilar **López-Delgado**
University of Malaga, dlp@uma.es

Entre los aspectos más relevantes dentro del rol de las universidades en los ecosistemas empresariales destaca la gestión de su propiedad intelectual. El propósito de esta investigación es determinar si las características propias de las universidades divergen en su influencia en el número de licencias cedidas por las propias universidades en función del perfil digital o el tamaño del socio emprendedor. Para ello, los datos de la Agencia de Estadísticas de Educación Superior (HESA) para más de 160 universidades e instituciones similares del Reino Unido entre 2014 y 2018 junto con dos modelos econométricos gemelos basados en la regresión binomial negativa para datos de panel han sido empleados. Entre los resultados cabe destacar que el prestigio de la universidad solo tiene relevancia para el emprendimiento no digital, lo que podría invitar a las universidades de menor prestigio a focalizar su estrategia emprendedora a atraer proyectos de emprendimiento digital.

Palabras clave: Emprendimiento académico, emprendimiento digital, entorno, [ID 94]

Universidades emprendedoras y género

Ismael Pablo-Soler

University of Malaga, ipsoler@uma.es

Pilar López-Delgado

University of Malaga, dlp@uma.es

Isabel R. Pérez-López

Dell Technologies, isabelperezlopez3b@gmail.com

Tradicionalmente el objetivo de las universidades ha sido únicamente la transmisión del conocimiento y la promoción de los descubrimientos científicos. Sin embargo, hoy sabemos que la universidad puede crear riqueza, tanto económica (mediante patentes, spin-off, start-up universitarias y consultoría) como social, promoviendo aspectos como la igualdad o la integración en la sociedad.

Actualmente las universidades pueden proponer soluciones innovadoras que sirvan de catalizador del emprendimiento conformando con ello un ecosistema empresarial propio. Sin embargo, en algunos casos, existen barreras que dificultan el acceso de algunos grupos al emprendimiento académico. Habitualmente, esta ha sido la experiencia de las mujeres en el emprendimiento y en el emprendimiento desde la universidad. Los grados y másteres de STEM (Science, Technology, Engineering and Mathematics) son frecuentemente el nido del emprendimiento universitario, desde empresas spin-off a start-up universitarias. Es de sobra conocido que en las carreras de STEM suele existir una menor presencia femenina que en otros grados.

Este trabajo pretende determinar cómo el campo de estudio (STEM), el género y la posible interacción de campo de estudio y género afectan al emprendimiento en la universidad. Con este fin, se ha creado y analizado una base de datos de universidades del Reino Unido, basado en los datos HESA. La aplicación de diversas técnicas estadísticas, tanto univariantes como multivariantes, nos permitirá diagnosticar el emprendimiento académico femenino. Una vez conocidas las causas se pueden proponer actuaciones para incrementar desde la universidad las mujeres emprendedoras.

Palabras clave: Emprendimiento académico, género, Reino Unido, universidad; STEM. [ID 193]

Analysis of the activity and presence that the main Spain-based hotel chains had on Facebook during 2017-2021

Juana María Padilla-Piernas

Catholic University of Murcia - UCAM, jmpadilla@ucam.edu

María Concepción Parra-Meroño

Catholic University of Murcia - UCAM, MCparra@ucam.edu

Miguel Ángel Beltrán-Bueno

Catholic University of Murcia - UCAM, mabeltran@ucam.edu

We have lived a revolution in marketing communication strategy through social networks. In this context, the tourism industry is at the forefront of this transition, and more specifically, the hotel sector.

Thus, the purpose of this paper is to analyse, on the one hand, the degree of activity that hotel chains based in Spain have on the social network Facebook, which is the most widely used as a communication and marketing tool worldwide. On the other hand, this paper will analyse how these hotel chains relate to users through the engagement ratio.

To measure this, we have used the P-Presence, R-Response, G-Generation and S-Suggestion model (PRGS). This model, allows us to distinguish between the brand and the users, and study how the latter relate to the brand (when sharing, disseminating and commenting on information). In addition, we have analysed data from 2017 to 2021. To collect data we have used direct observation, and the FanPage Karma tool.

Our findings indicate that the number of followers does not directly correlate with activity and engagement rates. The most active and consistent hotel chains, in terms of their Facebook posts, are the ones with the best results. In general terms, the hotels' posts have decreased during the pandemic. However, some of the chains studied have continued to publish and achieved good levels of engagement during the pandemic period.

Keywords: Hospitality and Tourism; Internet; Social Networks; Facebook; Engagement. [ID 194]

Cross-sectional study of users' complaint behaviour on global hotel AppsJuana María **Padilla-Piernas**

Catholic University of Murcia - UCAM, jmpadilla@ucam.edu

María Concepción **Parra-Meroño**

Catholic University of Murcia - UCAM, MCparra@ucam.edu

Miguel Ángel **Beltrán-Bueno**

Catholic University of Murcia - UCAM, mabeltran@ucam.edu

The rise of mobile devices, the proliferation of mobile apps and improved internet connections has transformed the way in which hotel products are consumed and how tourists interact throughout the purchasing process. It is often said that a complaint is a gift, because user feedback can be used by hotel chains as strategic information to help them improve their business management and build customer loyalty. The purpose of this study is to analyse complaints at the global level of hotel apps based in Spain, to find out which are the most common complaints, their evolution over time and whether the chains provide solutions to these complaints.

To do so, the number and typology of the most common complaints in the main app stores (iOS and Android) for 2017-18 and 2021 are analysed. The sample includes a total of 9 apps (iOS) and 13 apps (Android). The ratings extracted for iOS are 2017-18 (531) and 2021 (824) and for Android are 2017-18 (1,011) and 2021 (1,061). Direct observation in the app stores (Spain) is used to extract the ratings and the AppAnnie.com application is used for the global analysis.

The results show that the most frequent complaints in both years and for both shops are "technical failures" and, in second place, "needs improvement". It was also found that iOS users are more brand loyal than Android users. In addition, complaints vary according to nationality and country.

Keywords: Complaint behaviour; Mobile Apps; Digital Marketing; Android; iOS. [ID 189]

On/Off metadata analysis of App Store Optimisation (ASO): empirical evidence based on main Spanish hotel chainsJuana María **Padilla-Piernas**

Catholic University of Murcia - UCAM, jmpadilla@ucam.edu

María Concepción **Parra-Meroño**

Catholic University of Murcia - UCAM, MCparra@ucam.edu

María Dolores **De-Juan-Vigaray**

University of Alicante, mayo@ua.es

Due to the importance that digital tourists attach to smartphones, hotel chains have developed applications that try to attract them and gain their loyalty. This paper analyses the factors (internal/external) of hotel apps, which allow them to gain visibility in app shops. The objective is to suggest to hotels which features should be implemented to improve their visibility.

For this purpose, a qualitative and quantitative analysis of the Apps of the main hotel chains based in Spain for the years 2017 and 2021, both for Android and iOS, has been carried out. The sample includes a total of 44 apps (iOS) and 41 apps (Android) in 2017 and 68 apps in 2021 (Android and iOS).

To carry out this study, the App Store Optimisation (ASO) handbook was used to identify the internal and external factors that favour the positioning of apps, from which a statistical analysis was carried out using SPSS for Windows V22 software.

The results obtained show that not all chains have apps and those that do have them are not well optimised. That better optimisation improves the positioning of hotel apps and that international chains, that were pioneers in their use, continue to implement improvements to remain among the first. It has been observed that the chains analysed have not implemented the latest changes suggested by the ASO 2021-2022 handbook.

Keywords: App Store Optimization, mobile apps, digital marketing, Android, iOS. [ID 192]

The forgotten destination: how cross-border collaboration creates new opportunities for tourism development

Maria Carmen **Pardo**

Instituto Politécnico de Viana do Castelo, carmenmpardol@gmail.com

Sofia **Almeida**

Universidade Europeia, salmeida@universidadeeuropeia.pt

Ana Cláudia **Campos**

CinTurs - University of Algarve, acalves@ualg.pt

Ana Luísa **Ladeiras**

Around Europe Advisors, ana.ladeiras@aroundeurope.pt

This research aimed to explore opportunities for the development of cross-border tourism in Portugal and Spain. Focus groups and in-depth interviews were conducted to private and public representatives of the cross-border areas. Given that cross-border areas in Portugal and Spain are perceived as familiar territories and show evidence of transnational cooperation, the potential for developing cross-border tourism is high. However, the study showed that much still needs to be done in order to create the cross-border destination organization. The findings of this study apply to this specific destination area, and accordingly generalisation of conclusions is limited. From this study several insights are derived to assist public and private actors in the building of this cross-border destination, such as the need to eliminate or reduce context costs or emphasise the role of public sector as motivator and inspirator for private sector involvement. Cross-border joint development in general and tourism development has been widely studied, but always in theory or at regional or local level; this is the first study exploring the opportunities for developing cross-border tourism in Portugal and Spain taking into account all frontiers.

Keywords: Cross-border tourism, cross-border territory, regional development, intelligent specialization, inland destination. [ID 254]

Recrutamento e seleção de profissionais de TI: principais desafios da contratação

Marta Sofia **Paulino**

Instituto Politécnico de Setúbal/ESCE, martasvsp@gmail.com

Anabela Gomes **Correia**

Instituto Politécnico de Setúbal/ESCE, CICE and GOVCOOP/UA,
anabela.correia@esce.ips.pt

Este estudo tem como objetivo conhecer as práticas de recrutamento e seleção mais utilizadas por empresas de consultoria, situadas em Portugal, no recrutamento e seleção de profissionais da área de tecnologia da informação (TI) e as maiores dificuldades na contratação destes profissionais. No presente estudo participaram cinco responsáveis pelo recrutamento e seleção de profissionais de TI. O instrumento de recolha de dados assentou em entrevistas semiestruturadas aos responsáveis de recrutamento e seleção de profissionais de TI. Os resultados obtidos demonstram que a fonte de recrutamento mais utilizada e eficaz é a rede social *LinkedIn*. Na seleção verificou-se que a entrevista e os testes de conhecimentos técnico-profissionais são os mais utilizados. Quanto às dificuldades, destacam-se a negociação de salários e benefícios, como também a falta de resposta por parte do profissional de TI às oportunidades propostas. Como principais conclusões salientamos a necessidade de as organizações implementarem mudanças que facilitem a atração e retenção de talentos e uma maior valorização das *soft skills*. Para investigações futuras, propõe-se um alargamento da amostra, isto é, não só seria pertinente compreender a visão das organizações sobre a atração e retenção dos profissionais de TI, como também a destes profissionais, de modo a implementar mudanças que facilitem o recrutamento e seleção.

Palavras-chave: Recrutamento, seleção, processo de recrutamento e seleção, tecnologias da informação. [ID 289]

Fontes de *stress* nos professores do ensino superior

Marta Sofia **Paulino**

Instituto Politécnico de Setúbal/ESCE, martasvsp@gmail.com

Anabela Gomes **Correia**

Instituto Politécnico de Setúbal/ESCE, CICE and GOVCOOP/UA,
anabela.correia@esce.ips.pt

A crescente incerteza, os constantes processos de mudança e as exigências no trabalho requerem adaptação e ajustamento por parte dos indivíduos. O hiato entre as exigências e a capacidade para lidar com os acontecimentos pode causar *stress*. Os professores são um dos grupos profissionais mais expostos ao *stress*. A nova pandemia COVID-19 veio realçar as fragilidades no ensino e testar a resiliência dos professores e do próprio sistema educativo. Neste estudo, apresenta-se uma investigação realizada com 113 professores do ensino superior, no qual se procura compreender como estes profissionais percebem o *stress* decorrente da sua atividade, designadamente, o nível de *stress* e as fontes de *stress*. Para a concretização deste objetivo, utilizou-se o Questionário de *Stress* nos Professores do Ensino Superior (Gomes, 2010). Verificou-se que o nível global de *stress* experienciado pelos professores da amostra é elevado. Os resultados sugerem que o excesso de trabalho, o trabalho burocrático/administrativo, a vida pessoal e profissional, a produtividade científica e a desmotivação dos estudantes são os principais preditores de *stress*. Os resultados obtidos são discutidos no contexto da melhoria do ensino superior.

Palavras-chave: *Stress*, professores, ensino superior. [ID 348]

Focus group design for Circular Economy in the hospitality industry

Angel **Peiró-Signes**

Universitat Politecnica de Valencia, anpeisig@omp.upv.es

Marival **Segarra-Oña**

Universitat Politecnica de Valencia, mademi@omp.upv.es

Blanca De **Miguel-Molina**

Universitat Politecnica de Valencia, bdemigu@omp.upv.es

María de **Miguel-Molina**

Universitat Politecnica de Valencia, mademi@omp.upv.es

Joaquin **Sánchez-Planelles**

Universitat Politecnica de Valencia, sanchezplanelles@gmail.com

The Circular Economy opens a scenario of key business opportunities to improve tourism firms' competitiveness now and in the future. InnoEcoTur is a research project promoting models and strategies based on the Circular Economy in the tourism sector by the creation of a network in the area of hotels and restaurants. Members of the network will analyze first and later propose the implementation of a Circular Economy Strategy for the Tourist Sector of the Valencian Community, transferring also the results to companies of the industry. In the first stage of the project, we performed an audit of the industry needs and detected the potential improvements through the participation of the different stakeholders involved using focus groups. In this paper, we justify the design of the focus groups parameters such as, size, location, or type of stakeholder to gather meaningful information for analysis. The methodology reveal to be adequate to draw a rough picture of the situation of Circular Economy in hotels and restaurants in the Valencian Community.

Keywords: Circular economy, tourism, focus group, qualitative methods and tools. [ID 484]

Hospitality industry needs in their transition to a circular economy

Angel Peiró-Signes

Universitat Politecnica de Valencia, anpeisig@omp.upv.es

Marival Segarra-Oña

Universitat Politecnica de Valencia, maseo@omp.upv.es

Blanca De Miguel-Molina

Universitat Politecnica de Valencia, bdemigu@omp.upv.es

María de Miguel-Molina

Universitat Politecnica de Valencia, mademi@omp.upv.es

Virginia Santamarina Campos

Universitat Politecnica de Valencia, visanca@upv.es

Tourism is one of the largest industries in Spain. Although it generates a wide range of economic benefits, it also produces a negative environmental impact. Circular Economy, consisting in eliminating waste and contamination; circulating the products and materials and; regenerating nature, is clearly a path to follow to overcome these negative impacts. The objective of this study analyze of needs of companies in the tourism industry regarding its transition to a circular economy. We obtained the information in three focus groups with 18 experts from hotel, restaurants and their suppliers and analyzed the content using QDAMiner 5 software. Three main conclusions are drawn from the analysis. First, size, financial resources and management are the main barriers to Circular Economy. Second, companies do not receive real support from the Public Administration and they feel penalized in relation to those that don't apply these measures or with suppliers in the value chain that transfer their own waste. Third, there is a lack of circular economy culture which is indicating the need for training at all levels, so that the transition can be shared by all.

Keywords: Circular economy, tourism; focus group, qualitative methods and tools. [ID 487]

The energy use efficiency of Tourism in EU's Industrial Ecosystems

Angel Peiró-Signes

Universitat Politecnica de Valencia, anpeisig@omp.upv.es

Oscar Trull Domínguez

Universitat Politecnica de Valencia, otrull@eio.upv.es

Marival Segarra-Oña

Universitat Politecnica de Valencia, mademi@omp.upv.es

Joaquín Sánchez-Planelles

Universitat Politecnica de Valencia, sanchezplanelles@gmail.com

The European Union set up ten indicators to monitor Circular Economy. However, these indicators are focused in many cases in citizens activity and not on the businesses performance. The transition to environmental sustainability for companies requires to define key performance indicators for monitoring the industrial strategy and competitiveness. In this context, the Commission is paying attention to sustainable production and consumption of energy. Moreover, the EU considered the importance of the links among economic players related to a certain socio-economic goal and defined 14 industrial ecosystems based on their economic and technological relevance. In our study, explore the use industrial ecosystems to monitor Circular Economy indicators that can be useful for policy making. Results indicate that Construction, Cultural and Creative industries, Electronics and Textile are among the Ecosystems that have improve more the efficiency in the energy use with respect to the value added they are creating. On the contrary, Health, Energy intensive and Mobility-Transport-Automotive are among the ones that have improved less. Tourism is in the middle zone. This should encourage policy makers to enforce new measures in Tourism destinations and companies and in the Mobility-Transport-Automotive Ecosystem.

Keywords: Circular economy; energy use; industrial ecosystems. [ID 488]

Práticas sustentáveis no alojamento Local em Portugal: realidade ou ficção?

Tânia Rodrigues **Peixoto**

ESGHT, Universidade do Algarve, taniapeixoto@hotmail.com

Ana Isabel **Renda**

ESGHT, Universidade do Algarve, CiTUR and CinTurs, arenda@ualg.pt

Paula Guerreiro **Martins**

ESGHT, Universidade do Algarve, CITUR, pmartins@ualg.pt

O trabalho apresentado enquadra-se numa investigação que tem como principal objetivo o estudo da perceção dos stakeholders em relação à aplicabilidade das práticas sustentáveis, legisladas ou não, no alojamento Local (AL) em Portugal. Numa primeira fase realiza-se uma revisão de literatura sobre a evolução e as dinâmicas do sector do AL em articulação com o paradigma da sustentabilidade, com referência ao poder das plataformas digitais e às políticas sustentáveis. Numa segunda fase adota-se uma metodologia mista, recorrendo à aplicação de questionários aos anfitriões e/ou gestores de propriedades de AL em Portugal (dados quantitativos) e, em seguida, procede-se à realização de entrevistas semi-estruturadas e stakeholders relevantes (dados qualitativos), tais como plataformas digitais de reserva de AL, associações e municípios.

Tendo em consideração o crescimento do AL em Portugal, os resultados previstos são entendidos como uma ferramenta útil para conhecer e analisar os fatores que impulsionam aplicação de práticas sustentáveis pelos anfitriões e/ou gestores de AL. Considera-se que existe um espaço de crescimento e consolidação de procedimentos sustentáveis no sector do AL para posicionar o destino Portugal de uma forma mais competitiva e sustentável.

Os principais contributos desta investigação situam-se no âmbito da identificação dos principais desafios e oportunidades para o sector do AL e a sua utilidade para a valorização das práticas sustentáveis nas dimensões ambientais, económicas e socioculturais ao nível desta modalidade de alojamento turístico.

Palavras-chave: Alojamento local, sustentabilidade, stakeholders, legislação. [ID 419]

A abordagem multicritério na proposição de um framework para a tomada de decisão estratégica da localização de um empreendimento

Leydiana de Sousa **Pereira**

Universidade Federal de Minas Gerais, leydianapereira@face.ufmg.br

Os empreendedores enfrentam diversos momentos de decisão estratégicas no decorrer da implementação e manutenção do seu negócio. Um dos dilemas enfrentados corresponde a seleção de um local para instalar uma unidade física do empreendimento. Esta é uma decisão complexa, visto envolver múltiplos fatores, que podem ser conflitantes entre si. Neste contexto, os métodos de decisão multicritério ganham destaque por sua versatilidade. Assim, este estudo propõe um framework integrando os métodos SODA e PROMETHEE II para estabelecer a priorização de alternativas tendo em vista auxiliar os empreendedores quanto a decisão da escolha de um local para o negócio. A pesquisa caracteriza-se por possuir uma natureza qualitativa e quantitativa, com a abordagem exploratória. O uso deste framework proporciona estruturação formal do conhecimento sobre o empreendimento, além de constituir-se como guia de recomendação gerencial. O framework foi aplicado em um caso real em uma cidade do nordeste brasileiro para a instalação de um restaurante fast-food. Como resultado obteve-se que o custo do aluguel, a proximidade com cliente, além da infraestrutura e acessibilidade adequada são fatores a serem considerados como critérios de decisão.

Palavras-chave: Empreendedorismo, Apoio à Decisão Multicritério, estratégia, PROMETHEE II. [ID 433]

Framework para a análise da performance organizacional no ramo hoteleiro

Leydiana de Sousa **Pereira**

Universidade Federal de Minas Gerais, leydianapereira@face.ufmg.br

Diante do acirramento da concorrência, aumento do poder de escolha dos clientes e da incerteza política e econômica as empresas hoteleiras devem atentar-se à mensuração dos seus indicadores de performance tendo em vista a sua sustentabilidade no meio empresarial. No entanto, os modelos de avaliação de desempenho predominantes na literatura não se preocupam em concatenar as opiniões e necessidades de todos os stakeholders envolvidos na organização. Ao considerar uma solução esta lacuna, um framework metodológico foi desenvolvido integrando a avaliação de performance do *Balanced Scorecard* ao *Strategic Options and Development Analysis* (SODA). O SODA trata-se de uma abordagem que através das técnicas de mapeamento cognitivo permite integrar opiniões diferentes, tal como um consenso, inclusive também sendo capaz de realizar ponderações hierárquicas entre as opiniões dos stakeholders, caso existam. O uso do *Balanced Scorecard* está pautado em sua reputação no meio organizacional, dada as características de flexibilidade e usabilidade. Diante de uma pesquisa qualitativa e quantitativa, e de perspectiva exploratória, um estudo de caso foi desenvolvido em um hotel localizado numa cidade litorânea do nordeste brasileiro. Como resultado obteve-se o estabelecimento de indicadores de performance diante da confluência de três distintas classes de stakeholders, clientes internos, clientes externos e proprietários da unidade hoteleira. Um guia gerencial foi modelado para conduzir a implementação desses indicadores

Palavras-chave: Avaliação de desempenho, SODA, Balanced Scorecard, planejamento. [ID 470]

Health and Wellness Tourism: an overview of thermal tourism in Portugal

Raquel **Pereira**

CiTUR, Polytechnic Institute of Cávado and Ave, rpereira@ipca.pt

Vânia **Costa**

CiTUR, Polytechnic Institute of Cávado and Ave, vcosta@ipca.pt

Helena **Gomes**

CiTUR, Polytechnic Institute of Cávado and Ave, Barcelos, a15851@alunos.ipca.pt

Over the last decades there has been a growing concern about health, mainly from the population of more developed countries. Health and wellness tourism are growing exponentially and show a great potential worldwide. Due to this potential, evolution and acquired importance, health and wellness tourism has become a strategic product in the development of Portuguese tourism. Given the importance of this topic, this study aims to carry out a general approach to health and wellness tourism, its evolution and segmentation worldwide, with special attention to the case study of thermal tourism in Portugal. Therefore, the study object is the potentiality of Portugal as a thermal tourism destination, through the characterization of the history, supply and demand in the sector and aims to evaluate the thermal resources present in the intervention area. The methodology adopted in this study was based on an exploratory and mixed methods approach that integrates qualitative elements and quantitative research, specifically based on a bibliographical review and a case study based on a qualitative and quantitative analysis of secondary data concerning the subject under study. The findings of this study can provide an in-depth understanding of the evolution and current state of thermal tourism as a segment of health and wellness tourism, providing a comprehensive basis for the development of strategies adapted to the present demand of thermal spas in Portugal.

Keywords: Health and wellness tourism, thermal spas, thermalism, thermal user's profile. [ID 452]

An assessment model of the Algarve as a tourism destination: a contribution for management its sustainable development

Luís Nobre Pereira

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

João Albino Silva

Faculty of Economics, University of Algarve and CinTurs, jsilva@ualg.pt

Jorge Andraz

Faculty of Economics, Universidade do Algarve and CEFAGE, jandraz@ualg.pt

Rui Nunes

Faculty of Economics, University of Algarve, rnunes@ualg.pt

Christina Muhs

University of Algarve and CinTurs, christinamuhs@outlook.com

There is evidence in the literature that knowledge about destination assessment does not allow the use of existing models for a holistic and integrated assessment of tourist destinations, particularly in mature and mass destinations, such as the Algarve. Furthermore, that there is a lack of a stabilized framework of variables and indicators that can be integrated in a destination assessment model. The main objective of the paper is to contribute to bridge this gap by designing and validating an assessment model to monitor a tourist destination development in a holistic and comprehensive way, in order to ensure its sustainable development. Qualitative methodologies were used in this research. First, a systematic literature review was done, including an in-depth analysis of concepts, main areas of assessment, new trends and needs in terms of the assessment of tourist destinations reported in the literature. Second, identification and validation of the model's variables and indicators were achieved through in-depth interviews and the Delphi method. After a systematic literature review about the main areas of the model, several interviews with experts from academia and industry, who are also intended to remain as structuring elements for the provision of relevant data for the model, were conducted. The Delphi method was used in order to get consensus about which variables and indicators are more relevant to include in the model. As a result, the model is rooted in a conceptual framework in which concepts such as sustainable development, competitiveness, innovation, among others, are fully considered.

Keywords: Evaluation of tourism destinations, sustainable tourism development, Delphi method, Algarve. [ID 589]

Pricing dynamics by hotel profiles in competition

Luis Nobre Pereira

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Miguel Ángel Domingo-Carrillo

University of Seville, piter@us.es

Bernabé Escobar-Pérez

University of Seville, bescobar@us.es

Esther Chávez-Miranda

University of Seville, esther@us.es

The characterisation of price behaviour has been traditionally studied from the demand perspective, and there is a scarcity of research from the supply point of view. The aim of this investigation is to identify the different competition profiles and their characterisation based on the pricing dynamics offered by hotels (3, 4 and 5-star categories) at a tourist destination level (urban) and through an online distribution channel. Both pre-pandemic (2019) and pandemic (2022) behaviours are considered. From the data published on the channel, price indices are obtained that consider booking in advance (up to almost one year), weekday/weekend classification, cancellation policy and room only/breakfast issue. Several hierarchical cluster analysis methods are applied to identify and study price dynamics, and 4 clusters are selected for each year. Additional data (official hotel category, number of rooms...) are also considered for a more complete assessment of the destination competitive sets' profiles. The results show a change in the composition of the cluster in a pandemic situation. Its study allows us to identify, analyse and link some specific hotel profiles with behavioural changes in the pricing policy in this extreme situation. The movements from one cluster to another are more important in the case of urban- (location), midscale- (class), independent- hotels operating in the city centre (submarket). The findings can be especially relevant for hoteliers and/or software developers and customers by providing a better understanding of the most relevant factors and mechanisms that define similarity in pricing practices in competitive environments and the response of hotel in a crisis.

Keywords: Revenue management, pricing, channel management, hotel profile, competition. [ID 201]

Perceived sustainable development in protected areas with different levels of protection. A comparison between national parks and UNESCO Global Geoparks in Spain

Esteban Pérez-Calderón

Universidad de Extremadura, estperez@unex.es

Vanessa Miguel-Barrado

Universidad de Extremadura, vmiguel@unex.es

Jorge Manuel Prieto-Ballester

Universidad de la Rioja, jorgemanuel.prieto@unir.net

In recent years, protected natural areas have become an important resource through which it is possible to achieve sustainable development from an economic, environmental, and social point of view. In Spain, the most representative figure of this type of enclave is the national park. One of its objectives is to make conservation compatible with use and enjoyment by the public. However, its restrictive legal regime and, consequently, the limitations imposed on traditional land-use impede achieving sustainability in all its dimensions. In this sense, UNESCO Global Geoparks emerge as an alternative figure with a vision more focused on socio-economic development. This paper compares the perception of sustainability in these two types of protected areas. To this end, a questionnaire was sent to the most senior representatives of the municipalities closest to all the national parks and geoparks in Spain. The data analysis was carried out with a structural equation model. The results of this study show a greater perception of sustainable development in the geopark environment than in the national parks. In conclusion, very strict regulation of protected areas can be detrimental to regional socio-economic development and the quality of life of the local population.

Keywords: Protected areas, rural development, geopark, national park, sustainability, tourism business management. [ID 402]

Tourism management of the natural environments public use: forest bath

Esteban Pérez-Calderón

University of Extremadura, estperez@unex.es

Vanessa Miguel-Barrado

University of Extremadura, vmiguel@unex.es

Angel Denche-Zamorano

University of Extremadura, andeza04@alumnos.unex.es

Jorge Rojo-Ramos

University of Extremadura, jorgerr@unex.es

Alicia Sanchez-Leal

University of Extremadura, aly_3@hotmail.es

Nature tourism is becoming a tourism modality with great potential. Its social recognition is increasing as it is a tourist resource based on activities that have associated health benefits, both physical and psychological. Previous literature has shown this for forest bathing activity. This work carries out an analysis for this type of tourism in Spain, a world leader in receiving tourist visitors. Specifically, the area analyzed is a region of Extremadura which is an inland region in which tourism may have a greater importance in the challenge of ensuring sustainable development. The objective of the work was to detect the possibility of sustainable tourist exploitation of baths in natural environments based on several factors such as: the quality of life of the residents, economic exploitation of the service, infrastructure, and social-economic development. The methodology used would be a questionnaire answered by a panel of experts and its corresponding Delphi analysis. The results will show us the convenience and define the weight of the main factors that public managers must consider planning the sustainable tourist exploitation of baths in natural environments. This can be an interesting opportunity to increase the weight of tourism activity in rural areas and ensure its sustainability.

Keywords: Forest bathing, public use, natural environment, nature tourism, sustainability, tourism trends. [ID 369]

Effects of recommender systems different information-based on tourist behaviour intention

Javier Pérez

University of Malaga, jpereza@uma.es

Fang-wei Chen

University of Malaga, fwc@uma.es

Pilar Alarcon Urbistondo

University of Malaga, palarconu@uma.es

Tourism recommender systems include multiple information tools to foster booking decisions. Based on an experimental methodology, this research objective is to determine if there exist differences in the determinants of behavioural intention. Two randomly selected samples of university students from Malaga (Spain) were collected for each scenario designed, one using an artificial intelligence-based recommender system and another using a traditional information-based recommender system. The choices were, in all cases, unknown brands, and each sample unit had the following similar characteristics to avoid bias: frequent online tourism agencies' usage; travelling at least once during the last year; the accommodation chosen for this research should not be familiar to them. The study results confirmed a positive effect of the determinants studied in both recommender systems analysed. In addition, some differences were discovered. For the case of an artificial intelligence-based recommender system, the effect of perceived quality on satisfaction is double, and the effect of satisfaction on behaviour intention is also higher. These results highlight which antecedents of the tourist booking decision-making process are more deeply impacted by including artificial intelligence-based information of choices in recommender systems. Moreover, our results may help hoteliers and marketers understand the possible effects of artificial intelligence inclusion in recommender systems on tourist decision making and behaviour intention.

Keywords: Recommender systems, booking intention, consumer behaviour, hedonic consciousness, utilitarian consciousness; perceived quality, satisfaction. [ID 40]

Recommender systems in online tourist booking: linking hedonic and utilitarian consciousness to booking intention among potential hotel guests

Javier Pérez

University of Malaga, jpereza@uma.es

Fang-wei Chen

University of Malaga, fwc@uma.es

Pilar Alarcon Urbistondo

University of Malaga, palarconu@uma.es

This study examines the antecedent's satisfaction, perceived quality, utilitarian and hedonic consciousness effects on booking among recommender systems of potential hotel guests. An experimental design is used to test the proposed model. Data were collected in Málaga (Spain), and two Booking recommender system typologies were chosen. University students were randomly assigned to use either an "artificial intelligence-based recommender system" or a "traditional information-based recommender system". To avoid bias, sample groups were selected randomly and based on a specific selection criterion, i.e. (i) frequent online tourism agencies usage; (ii) travelling at least once during the last year; (iii) the accommodation chosen for this research should not be familiar to them. Furthermore, the experiment included unknown brands. The findings revealed that, independently of the recommender system type studied, perceived quality is preceded by utilitarian consciousness and satisfaction is preceded by hedonic consciousness. Moreover, the results revealed a positive effect of perceived quality on satisfaction and satisfaction on booking intention in both experiment scenarios. The findings of this study suggest several important practical implications for the hotel industry. Tourism marketers may include artificial intelligence to generate helpful information to increase perceived quality and satisfaction. In addition, individual consciousness should be considered when managing the marketing effectiveness of recommender systems in tourism demand. This study will shed light on how hotels and OTAs can use the most effective format on their recommender systems to increase their purchase intentions.

Keywords: Recommender systems, booking intention, consumer behaviour, hedonic consciousness, utilitarian consciousness. [ID 41]

Decisiones de localización de empresas hoteleras

Virginia Pérez

Universidad de Málaga, viriniaperez@uma.es

German Gemar

Universidad de Málaga, ggemar@uma.es

Monica Hernández

Universidad de Málaga, m_huelin@uma.es

La decisión estratégica de ubicación empresarial es de vital importancia e influye tanto en la rentabilidad, como por ende en la supervivencia de las empresas. Por ello, al enfrentarse a este tipo de decisión, los managers deben considerar y ponderar multitud de factores. La importancia relativa de cada uno de los factores considerados no es igual para todos los tipos de empresa, influyendo de forma significativa en estas ponderaciones la pertenencia de la empresa en cuestión a un determinado sector de actividad o a otro, lo cual añade una mayor complicación al problema. El principal objetivo de esta investigación es precisamente dar soporte metodológico a este proceso de toma de decisiones, con el ánimo de aumentar la eficiencia de este. La investigación se centra de forma concreta en empresas del sector hotelero y se divide en varias partes. En la primera parte, se estudiarán cuáles son los factores o dimensiones más relevantes que se deben contemplar. En segundo lugar, se aportan herramientas metodológicas diversas como el Preference Ranking Organization Method for Enrichment Evaluation (PROMETHEE), el Proceso Analítico Jerárquico (AHP) y el análisis factorial confirmatorio. Para finalizar, una parte más empírica de esta investigación se centrará en aplicar dichas metodologías en el proceso de decisión de ubicación de empresas hoteleras entre importantes ciudades europeas.

Keywords: Localización empresarial, análisis de decisión multi-criterio, PROMETHEE, AHP, GAIA. [ID 48]

El papel de la invarianza factorial en la validación de las motivaciones “push” del turista senior que visita la ciudad de Córdoba: un análisis desde la perspectiva de género

Jesús Claudio Pérez-Gálvez

Universidad de Córdoba, dt1pegaj@uco.es

María de los Baños García-Moreno García

Universidad de Córdoba, d52gagam@uco.es

Gema Gómez-Casero Fuentes

Universidad de Córdoba, d62gofug@uco.es

Manuel Adolfo Pérez-Priego

Universidad de Córdoba, mppriego@uco.es

Carol Angélica Jara Alba

Universidad de Córdoba, cjara@casagrande.edu.ec

El objetivo de este trabajo es validar una escala de medida que describa los principales motivos “push” del turista senior que acude a un destino específico, la ciudad de Córdoba, y analizar la invarianza factorial o multigrupo a partir del género con objeto de detectar la existencia de diferencias. A través de un muestreo de conveniencia, la escala se aplicó a 392 turistas seniors entre los meses de octubre 2021 y abril 2022, obteniendo un total de 301 cuestionarios debidamente cumplimentados. La aplicación de la técnica estadística del análisis factorial confirmatorio (CFA), y su correspondiente validación, permite obtener evidencia sobre la existencia de dos constructos (relax e interacción social) que permiten medir de manera satisfactoria las motivaciones “push” del turista senior que visita la ciudad de Córdoba. Dado que la muestra incluye hombres y mujeres, se evalúa el supuesto de invarianza factorial como requisito para una interpretación adecuada de los parámetros estadísticos del CFA. Este estudio contribuye a la literatura sobre motivaciones “push” del turista senior de distintas formas. La primera, la validez y la fiabilidad de la escala obtenida del análisis factorial confirmatorio permite proponer una escala de medida de sólo dos dimensiones o constructos: el relax y la interacción social. En segundo lugar, nuestro estudio muestra una mayor importancia del relax frente a la interacción social en la escala motivacional del turista senior. La tercera, la escala obtenida posee equivalencia de medida entre hombre y mujeres, no habiendo encontrado ningún estudio previo que haya analizado esta cuestión.

Palabras clave: Turismo senior, invarianza factorial, perspectiva de género. [ID 190]

The customer experience at the destination and behavioural intentions: exploring the role of tourists' emotions

David **Piedade**

University of Algarve, fdavid417@gmail.com

Patrícia **Pinto**

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

The continuous demand to increase satisfying customer experiences has been a leading factor for businesses and marketing practitioners to better understand how to create added value to their regions, obtain sustainable growth and increased competitive advantage. This challenge has led researchers to investigate tourists' behaviour, particularly the effect of emotions on customer experience and loyalty. Following a Marketing and Experiential approach, this study addresses whether customer experience positively affects loyalty and positive and negative emotions, and whether these positive and negative emotions influence tourists' loyalty. A conceptual model was tested using tourists' post-visit to the Algarve region data. The findings highlight the importance of considering the customer experience as a valuable tool in creating customer experiences at the tourism level and the role of positive emotions in creating experiences by introducing positive emotional stimuli, leading to sharing these experiences and tourist retention. Practical and theoretical implications are discussed.

Keywords: Customer experience, behavioural intentions, loyalty, positive emotions, negative emotions [ID 572]

The demise of traditional inns

Alexander **Plaikner**

University of Innsbruck, alexander.plaikner@uibk.ac.at

Barbara **Weiskopf**

University of Innsbruck, barbara.weiskopf@uibk.ac.at

Katharina **Weiskopf**

University of Innsbruck, marco.haid@umit-tirol.at

Marco **Haid**

University UMIT Tirol, marco.haid@umit-tirol.at

This study deals with the traditional Austrian demise of inns. It identifies challenges facing traditional hospitality businesses and outlines resilience strategies (e.g., in marketing, in distribution) to respond to them. This study aims to identify resilient approaches so that innkeepers can respond to the challenges and thus counteract them. In addition, recommendations for policy-makers will be outlined to mitigate inns' demise. The research initiative comprises 42 semi-structured interviews with innkeepers, experts and representatives of public institutions. The interviews were conducted in the Austrian provinces of Tyrol and Upper Austria between 2020 and 2022. The challenges and backgrounds of the demise of inns, as well as new concepts and approaches to solutions, were examined in more detail. One of the most essential results is that traditional inns are facing various challenges (e.g., demographic change, competition, lack of skilled workers). To overcome these challenges, innkeepers need to adopt innovative strategies. These strategies include, for instance, a kind of farm store or the development of new target groups. But also, the combination of tradition and modernity (e.g., food, furnishing) plays an essential role in this context. In addition, the results show that inns are not only meaningful meeting places but also important places of communication. This is because guests come together to talk about various topics and feel at home. Thus, inns fulfill important regional social functions. They are also sustainable drivers that contribute to the regional circular economy.

Keywords: Traditional inns, resilience, COVID-19, sustainability. [ID 376]

Sea and nature activities and psychological wellbeing in Madeira Island Tourism: an exploratory study

Margarida **Pocinho**

University of Madeira and CinTurs, mpocinho@staff.uma.pt

Soraia **Garcês**

University of Madeira, soraia@staff.uma.pt

Saúl Neves de **Jesús**

University of Algarve, CinTurs, Portugal, snjesus@ualg.pt

Madeira is known for the immense sea, great mountains, and unique nature around the island. However, are sea and nature tourism activities the best activities to develop wellbeing on Madeira Island? This study aimed to compare wellbeing between tourists who most enjoy activities were sea/nature (group 1) and tourists who most enjoy other activities (e.g., gastronomy, hospitality) (group 2). Data was collected before the hit of the pandemic and a sample of 854 tourists was achieved: 494 female, and 358 male (M= 44 years old). Results revealed that 42.6% of tourists most enjoyed activity was sea/nature. There were significant differences between the two groups of tourists. Group 1 showed lower values of meaning, positive emotions, optimism, and relationships than those of group 2. The group who most enjoyed sea/nature were mostly female (59.6%), the majority from Portugal, Germany, the UK, and France, and stayed for 16 days. The results highlight that sea/nature tourists show lower valorization of discovering new ways of being during tourism experiences, have less fun, reduced perception of seeing the positive side of bad events during these experiences, and felt less good in developing new relationships with people. These results impact the actual “design” of the activities in sea/nature, which have been “forever” a differentiator of Madeira tourism. Particularly now that the Island is having a major influx of tourists’ research to improve the wellbeing of sea and nature tourist activities is needed. Future investigation should focus on how to avoid the decrease of wellbeing regarding sea/nature activities and look into the least enjoyed activities by tourists.

Keywords: Sea and nature activities, well-being, tourist's psychological profile, Madeira Island. [ID 482]

Community engagement and consumer experience in performing arts: insights from stand-up comedy in digital platforms

Patrícia **Ponte**

University of Algarve and CinTurs, ponte.patricia@gmail.com

Maria Manuela **Guerreiro**

Faculty of Economics, Universidade do Algarve and CinTurs, mmguerre@ualg.pt

Jorge **Andraz**

Faculty of Economics, Universidade do Algarve and CEFAGE, jandraz@ualg.pt

The purpose of this research is to understand the influence of customer participation in online communities in the formation of the consumption experience and its impact on future behavioral intentions with regard to stand-up comedy, an artistic genre with emerging success and with scarce research about it. The empirical study involves online communities that subscribe to the Patreon platform, managed by Portuguese comedians who provide exclusive and paid content. A questionnaire survey was administered to a sample selected by convenience among the members of the online communities. The relationship between the variables is analyzed through structural equation modelling. The main results confirm the positive relationship between online experience and engagement in online communities in shaping future behavioral intentions. Online content engagement positively influences the online consumption experience, and the consumer's online experience positively influences online community engagement. On the other hand, the hypotheses that online interaction between consumers would positively impact the consumer's online experience and online behavioral intentions were not confirmed. The added value of this work lies in its embryonic character, not only regarding stand-up comedy but also regarding the variables considered and the relationships between them. This highlights the role of community engagement and its implications for management, such as granting consumers greater control over their experiences and involvement in the creative process, providing them experiential and self-esteem benefits, and valuing the community as a means to grow. These implications can potentially be generalized to other artistic genres and platforms.

Keywords: Community engagement, consumer experience, performing arts: stand-up comedy, digital platforms. [ID 465]

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Evolution of business models for the drinking water market in Ukraine and their application in the conditions of the new European concept of the blue economy

Liliya Mykolaiivna **Prokopchuk**

Universidad Politécnica de Cartagena, prokopchuklm@gmail.com

Antonio Juan **Briones-Peñalver**

Universidad Politécnica de Cartagena, aj.briones@upct.es

The article is devoted to the study of changes in the business models of the drinking water market compared to the global trends and the possibility of applying the experience of Ukraine in the conditions of sustainable development of the Mediterranean. The research appeals to the critical importance of drinking and mineral water consumption for the human being that is subject to such external factors as climate change, population growth, and consumption patterns evolution. Therefore, in this study, we will try to combine all forms and present our vision of water market modeling. The proposed methodology for modeling bottled and non-bottled water business is based on the qualitative analysis of international and Ukrainian experience in the field of extraction and distribution of drinking and mineral water. The research refers to the best practices and principles applied by world leaders for modeling distribution networks and linking them to other markets. The unique model of water distribution, which was developed in Ukraine and proved its viability in the conditions of hostilities and destruction of urban infrastructure, was also analyzed.

Keywords: water market, distribution networks, bottled water, development strategy, blue economy. [ID 303]

New realities on Tourism Studies teaching: bridging the VR gap between research and practice based on empirical evidence

Miguel **Puig-Cabrera**

Catholic University of Murcia (UCAM), mpuig@ucam.edu

Ginesa Martínez Del **Vas**

Catholic University of Murcia (UCAM), gmvas@ucam.edu

Maria Dolores **Gil-Quiles**

Catholic University of Murcia (UCAM), mdgil@ucam.edu

Miguel Ángel **Bueno-Beltrán**

Catholic University of Murcia (UCAM), mabeltran@ucam.edu

As VR gains interest in several sectors, the number of applications and implications in the tourism activity also increases, as well as their significance. This includes issues such as planning and management, marketing, entertainment, accessibility, heritage preservation as well as education.

However, there is still a significant gap between research and practice concerning VR tourism-based utilities given the need to adapt the current academic curricula related to Tourism Studies so that future tourism professionals can take advantage of these VR potentialities.

On the other hand, academic literature states that integrating VR technology in Tourism Studies teaching increases the efficiency of knowledge building and thus cultivates students' comprehensive professional qualities, capabilities as well as abilities.

Regarding this, the main goal of this research aims at bringing empirical evidence along a VR-based experimental teaching experience. This experience provided Tourism Studies alumni with a virtual experimental space to enhance its operational functions within the current academic curricula and the fulfilment of the future needs that tourism sector will demand from future professionals in both public and private sector. To achieve the goal of this research, a pioneer teaching initiative has been carried out including VR technology for a total of 120 students in a high education institution from both levels undergraduate and postgraduate degree combining practical applications of VR based on a multidisciplinary approach.

Keywords: Virtual Reality, Hospitality and Tourism Teaching, High education teaching, ICT. [ID 110]

La “monopolización” del turismo como instrumento para la transformación socioeconómica: ¿realidad o utopía?

Miguel Puig-Cabrera

Catholic University of Murcia (UCAM), mpuig@ucam.edu

Ginesa Martínez Del Vas

Catholic University of Murcia (UCAM), gmvas@ucam.edu

Abraham Nuevo

University of Málaga, abraham@uma.es

El crecimiento del turismo en destinos en transición o emergentes y su impacto en las condiciones de vida de la población están dando lugar a un creciente dilema en la literatura (Smith & Diekmann, 2017) sobre los beneficios de esta actividad.

El objetivo de este trabajo es doble: 1) contrastar la capacidad del fenómeno turístico para convertirse en un motor de desarrollo socioeconómico en los destinos del Caribe y 2) analizar el efecto de las economías basadas en el monocultivo del turismo sobre las condiciones de vida de la población de estos destinos, en comparación con el desarrollo económico derivado de otros sectores productivos.

La metodología este trabajo consiste en un análisis de errores estándar corregidos por panel (PCSE) para un total de 7 destinos del Caribe con el fin de medir la contribución tanto de la diversificación económica como de la especialización turística al bienestar socioeconómico en el marco de la Agenda 2030.

Los resultados sugieren que para alcanzar una situación de bienestar socioeconómico, el destino debe combinar una estructura socioeconómica mixta basada en ambos enfoques: especialización turística y economía diversificada. Mientras que el desarrollo de diferentes sectores a partir del turismo contribuye en mayor medida al bienestar a corto plazo, los efectos cuadráticos de la especialización turística sugieren que este sector es el principal impulsor del bienestar a largo plazo. En relación con la Agenda 2030, los resultados muestran la necesidad de incluir el turismo en las políticas sociales como medio para el impacto beneficioso del turismo en el bienestar socioeconómico.

Keywords: Monocultivo turístico, especialización turística, calidad de vida, diversificación productiva. [ID 120]

Is safe tourism a way to assure also “safe” beaches? Empirical evidence based on the Spanish Case

Miguel Puig-Cabrera

Catholic University of Murcia (UCAM), mpuig@ucam.edu

Ginesa Martínez Del Vas

Catholic University of Murcia (UCAM), gmvas@ucam.edu

Maricruz Cádiz Gómez

Catholic University of Murcia (UCAM), mccadiz@ucam.edu

Since the 1990's decade, the sun and beach model is not only the most predominant tourism modality in Spain, but also one of the main challenges for the sustainability of tourism activity at national level as well as along the Mediterranean region. Within this framework, beaches become the most seasonally highly vulnerable spaces due to the high number of users and services. To this end, the aim of this work is the reconceptualisation of beaches as internal objects of smart tourist destinations and to offer a means to capitalize pandemic distinctives such as the Safe Tourism Certificate (STC) on the physical pressure of the coastal tourist space to contribute to natural recovery of these settings.

The results of this work offer empirical evidence based on the use of STC as a tool to control tourism pressure on beaches, in the context of ecological transition and digitalisation. To this end, the aim of this work is the reconceptualisation of beaches as internal objects of smart tourist destinations and to offer a means to capitalize pandemic distinctives such as the STC on the physical pressure of the coastal tourist space to contribute to natural recovery of these settings.

Keywords: Beach Management, Carrying Capacity, Smart Management, Safe Tourism Certificates. [ID 121]

Auditoria social e Balanço Social: Análise exploratória**Patrícia Quesado**

Instituto Politécnico do Cávado e do Ave (IPCA), pquesado@ipca.pt

Sara Serra

Instituto Politécnico do Cávado e do Ave (IPCA), sserra@ipca.pt

Ana Miranda

Instituto Politécnico do Cávado e do Ave (IPCA), ana.srm@hotmail.com

Este estudo tem como objetivo aprofundar a temática da auditoria social e a sua relação com o balanço social. Após uma análise sistemática da literatura concluímos que existe uma relação entre a auditoria social e o balanço social, na medida em que conferem aos *stakeholders* a possibilidade de avaliar as consequências das decisões tomadas e o impacto que têm na sociedade, auxiliando a organização no cumprimento e implementação de medidas sociais e ambientais. O balanço social serve como ferramenta para a auditoria social, sendo essencial para incorporar as relações da organização com os colaboradores e com a sociedade. Face à escassez de literatura sobre a temática em estudo, sobretudo em Portugal, este estudo reveste-se de suma importância para a comunidade académica, bem como para toda a sociedade, dada a relevância demonstrada das práticas estudadas. Espera-se, também que, como análise exploratória, este estudo incentive a realização de investigações empíricas nesta temática.

Palavras-chave: Auditoria social, Balanço Social, responsabilidade social, sustentabilidade. [ID 180]

Toma de Decisiones Multidimensional aplicada al desarrollo de la industria de cruceros**Ana Ramírez-Trujillo**

Universidad de Málaga, aramireztrujillo@uma.es

Agustín del Castillo García

Universidad de Málaga, adelcas@uma.es

Fernando Noel Aguilar Vijande

Universidad de Málaga, fernando.aguilar@uma.es

Antonio Alberto Plaza Avilés

Universidad de Málaga, aplaza@uma.es

Las empresas han integrado la sostenibilidad en su gestión estratégica debido a los actuales desafíos ambientales, a la mayor conciencia ambiental del consumidor, y al deseo de emplear prácticas éticas. La industria de cruceros también está logrando avances a este respecto, y la mayoría de las compañías de cruceros emiten activamente informes de sostenibilidad. Sin embargo, los procesos de evaluación de la sostenibilidad tienden a centrarse en los efectos económicos, sociales y ambientales de las empresas e ignoran la compleja relación entre las actividades comerciales y el medio ambiente. La industria de cruceros se desarrolla en un entorno socioeconómico y natural, y los nexos entre el entorno empresarial y el ambiental son fundamentales para las soluciones de sostenibilidad. Sin evaluar las condiciones ambientales y las actividades de desarrollo económico, así como las interacciones de estos dos factores, las estrategias para mejorar la sostenibilidad estarían infundadas. El presente estudio tiene como objetivo establecer un enfoque de evaluación de la sostenibilidad que integra las interacciones entre el entorno empresarial y el entorno medioambiental en el desarrollo de la industria de cruceros. Para ello, se ha realizado un análisis metodológico novedoso de Toma de Decisiones Multidimensional aplicado al caso del desarrollo de la industria de cruceros de Málaga (España). El estudio discute el enfoque propuesto y proporciona futuras estrategias para el desarrollo sostenible de la industria de cruceros.

Palabras clave: Toma de Decisiones Multidimensional, industria de cruceros. [ID 331]

Knowledge management and intellectual capital indicators in the management of tourism activity

Célia M. Q. Ramos

ESGHT, Universidade do Algarve and CinTurs, cmramos@ualg.pt

Rashed Isam Ahsqar

ESGHT, Universidade do Algarve, riashqar@ualg.pt

Nelson Matos

ESGHT, Universidade do Algarve and CinTurs, nelsonmatos@gmail.com

Carlos M. R. Sousa

ESGHT, Universidade do Algarve and CinTurs, cmsousa@ualg.pt

Information management is crucial to control and correct the deviations of the organization and support the decision-making process in tourism and hospitality, to provide relevant data to reduce uncertainty in the decision process while helping to define scenarios, investigate hypotheses and make predictions to build a vision of the company's future. The use of Information Systems to manage tourist information, whether related to hotels, aviation, rent-a-cars, or other leisure activities that contribute to the tourist's well-being; by itself nowadays no longer guarantees competitiveness in the sector or the survival of the company, there is a need to look at organizations in order to capitalize and develop their intellectual capital. This study aims to investigate how tourist information can be used to achieve the strategy desired by hoteliers, to increase the capital associated with the customer, and the economic performance of organizations. Therefore, this research presents the literature review on knowledge management and capital indicators applied to Tourism, Hospitality, and economic sectors. As the main results, this study identified a set of capital indicators associated with the brand, customers, loyalty, distribution channels, and internal and external collaborators. Also, our research highlighted the need to collect data on satisfaction, loyalty, retention, repetition, customer profile, and history, as well as the use of metrics, which allow assessment of customer value.

Keywords: Knowledge management, capital indicators, tourism, hospitality, customer capital, information systems. [ID 511]

Artificial reefs and tourism: a bibliometric approach

Jorge Ramos

Universidade do Algarve and CinTurs, jhramos@ualg.pt

The main objectives of the present study were to carry out research of the scientific literature relating tourist activities that are practiced in different geographical contexts with artificial reefs (AR) and to determine their relevance. The methodological approach was divided into two parts. First, it consisted of a protocol for reviewing the literature on artificial reefs used for tourism in four different science portals. Second, a systematic review was used for the study objectives comprising the eligible literature. The results highlight the evolution and trend of scientific production in the field of artificial reef tourism from 1991 to 2020. The results show which countries produce more literature related to tourism in AR, which analytical methods were used, what was the focus and what is the impact factor of the top 10 countries. The production of literature on tourism in AR over time is discussed. Finally, it is concluded about the importance of AR for the tourism industry.

Keywords: Analytical methods, angling, artificial reef type, diving, impact factor, surfing. [ID 51]

(Un)wanted fish: creative and traditional ways to reduce waste**Jorge Ramos**

Universidade do Algarve and CinTurs, jhramos@ualg.pt

Pedro G. Lino

IPMA

Jaime Aníbal

ISE, University of the Algarve and CIMA

Eduardo Esteves

ISE, University of the Algarve and CCMAR

Landing obligation (LO) enacted by the new European Union Common Fisheries Policy (EU-CFP) has been put in practice since January 2019. Thus, LO has raised immense controversy among stakeholders and as such was under a transitory period. The rationale behind the measure is that for the sake of an increased sustainability of the fishing activity, all the fish species subject to a catch limit (TAC) must be landed. This presentation proposes a blue circular economy concept in order not only to mitigate the LO main problems, but also contributing to the society with a valuable way to attenuate carbon emissions. This is achieved by using unwanted species – i.e., non-marketed or low-valued – in combination with innovative processing techniques based upon traditional knowledge on preserving seafood. Our goal is to process usually non-marketed or unwanted marine species aiming to achieve zero waste (blue circular economy), either by transforming their edible parts into acceptable food for humans and non-humans, and the non-edible parts into wrapping, packaging or any other use materials. It is also our strong belief that our concept is addressing United Nations Sustainable Development Goals 12 (Responsible Production and Consumption) and 14 (Life Below Water). This concept intends to put into practice highly sustainable methods of seafood processing. It is aimed at the mitigation of the LO problem and at creating solid foundations to transfer knowledge to the society (producers – firms, seafood processing plants and consumers – tourists and society in general).

Keywords: Blue circular economy; landing obligation (LO); sustainable practices; unwanted fish species. [ID 52]

Una aproximación al perfil del turista asistente a espectáculos de flamenco a través del perceptrón multicapa

J. Enrique Ramos-Ruiz

University of Cordoba, d22raruj@uco.es

Lucía García-García

University of Cordoba, z12gagal@uco.es

Miguel Jesús Medina-Viruel

University of Cordoba, mjmedina@uco.es

Rosario Brito-Guerrero

University of Cordoba, d32brgum@uco.es

El flamenco es una expresión musical compuesta por el cante, baile y guitarra, siendo un arte popular reconocido por su expresividad emocional, con sentimientos como el dolor, la soledad, el amor, el desamor o la alegría transmitidos a través de su música. Éste, fue reconocido como patrimonio inmaterial de la humanidad por la UNESCO en 2010. El objetivo de esta investigación es determinar las relaciones entre el perfil sociodemográfico (género, edad, renta y nivel educativo) de turistas interesados en espectáculos de flamenco, opiniones y percepciones acerca de la importancia de la música en general y el flamenco en particular, como una variable motivadora para viajar, así como su interés y preferencia por la asistencia a espectáculos flamencos y por el flamenco en general. Para conseguir este objetivo, se ha utilizado una metodología basada en el empleo de una red neuronal artificial (ANN) del tipo perceptrón multicapa (MLP). La principal conclusión extraída de este estudio es que existe un interés creciente en asistir a espectáculos de flamenco según aumenta la edad, el nivel de renta y el nivel educativo en el perfil de los visitantes. Además, un interés creciente es detectado en los movimientos corporales que se producen en el baile flamenco según sea mayor el nivel educativo.

Palabras clave: Flamenco, emociones, turismo cultural, patrimonio, motivación, perceptrón multicapa. [ID 80]

Methodological proposal for the elaboration of a strategic plan for mountain tourism through the incorporation of the SDGs, in the Tingitan Peninsula of Morocco

Fatima Azzahra Reqadi

University of Malaga and Abdelmalek Essaadi University, freqadi@uma.es

Abdelouhab Idelhadj

Abdelmalek Essaadi University, aidelhadj@uae.ac.ma

Abdenbi Bendriss

Abdelmalek Essaadi University, a.bendriss@uae.ac.ma

Enrique Navarro Jurado

University of Malaga, enavarro@uma.es

Àngel Enrique Salvo Tierra

University of Málaga, salvo@uma.es

The Tingitan Peninsula presents a set of forest and mountain ecosystems that offer an important range of ecosystem services, and that provide an undoubted interest for mountain tourism. This territory is part of the Intercontinental Biosphere Reserve of the Mediterranean, recognized by UNESCO in 2006. The IBRM in Morocco is managed by the National Agency for Water and Forests, who is in charge of development plans and management of protected areas. By virtue of this designation and considering the SDGs for 2030, the capacity to respond to them in the study area is therefore analyzed. For this reason, a method is proposed for the formulation of a strategic plan that involves economic and social agents in the development of mountain tourism as an activity of growing demand. Through a SWOT and DELPHI analysis, the possible horizons to reach the goals have been evaluated: synthetic and specific indicators are proposed to audit the progress in this tourist activity. It is concluded, by virtue of the preliminary results, that the valorization of the ecosystem services of the Tingitan mountains can be an important engine of development for the balance between the two subregions (Moroccan and Andalusian), and the fundamental role to be played by the female collective is especially required.

Keywords: Planning, protected areas, Intercontinental Biosphere Reserve of the Mediterranean, SDGs, ecosystem services. [ID 255]

Professional rehabilitation and how those who have suffered from injury or disease return to the workforce

Iamila Maria Prado Resende

Pontifícia Universidade Católica de Minas Gérias, iamilamaria@hotmail.com

Simone Costa Nunes

Pontifícia Universidade Católica de Minas Gérias, sinunes@pucminas.br

Amyra Moyzes Sarsur

Universidade de São Paulo, asarsur@hotmail.com

Oswaldo Ferreira Barbosa Júnior

Pontifícia Universidade Católica de Minas Gérias,
oswaldo@gogestaodeoportunidades.com.br

This study seeks to understand the rehabilitation process and how professionals who have suffered from injuries or disease return to the workforce under the auspices of the National Social Security Institute (INSS) in Brazil. To accomplish this, we have adopted a qualitative approach and the case study method using data collected through semi-structured interviews and content analysis. Our sample consists of 14 workers who took a leave from work, were rehabilitated and then returned to work, as well as a Human Resources manager. We can see how important it is for these people to be accompanied by INSS professionals from the point when they go on leave until they have reentered the workforce. Furthermore, the organization and its leadership play a fundamental role in their return to the work in terms of their professional and social lives. In the examined company, the respondents felt taken care of and respected while they recovered their lost self-esteem, even though they faced barriers in the form of the attitudes of their co-workers.

Keywords: Professional rehabilitation, INSS, disabled workers, human resources, Brazil. [ID 333]

Disposición de los residentes a atraer el turismo durante la pandemia provocada por la COVID-19

Francisco José **Rey-Carmona**
University of Cordoba, td1recaf@uco.es

Julia Margarita **Núñez-Tabales**
University of Cordoba, es2nutaj@uco.es

Angelo **Puccia**
University of Cordoba, angelo.puccia@uco.es

Yaiza María **López-Sánchez**
University of Jaen, ymlopezz@ujaen.es

La disposición de la comunidad de acogida a apoyar el turismo en medio de la pandemia provocada por la COVID-19 puede verse afectada por diversos aspectos. Es posible que algunos residentes vean la llegada de turistas como una potencial fuente de contagio para la ciudad, mientras que otros consideren que deben ser bienvenidos por la repercusión económica que su entrada tiene para la urbe. La presente investigación tiene como objetivo explorar en qué medida el residente de una ciudad turismo-dependiente está dispuesto a apoyar el turismo en el contexto citado, profundizando, a continuación, en diferentes perfiles de residentes en función de tres aspectos: sus características demográficas (género, edad, lugar de residencia, ocupación, etc.), su vinculación con la industria del turismo y su pertenencia a un grupo vulnerable de padecer la COVID-19. Para la realización de este análisis exploratorio se seleccionó una ciudad de turismo cultural ubicada en la región de Andalucía (España), en la que se preguntó a más de 400 residentes por su grado de acuerdo con el apoyo a atraer más turistas a la ciudad durante la pandemia. Los datos fueron analizados estadísticamente mediante tabulaciones cruzadas. Los resultados pusieron de manifiesto diversidad en el apoyo general mostrado y que determinados colectivos -como las mujeres, los residentes en el centro de la ciudad y los no dependientes económicamente del turismo- muestran un menor apoyo a la llegada de turistas. Estos hallazgos pueden ser sumamente interesantes para los planificadores turísticos de la ciudad a la hora de definir estrategias dinamizadoras.

Palabras clave: Comunidad de acogida, apoyo del residente, COVID-19, perfiles demográficos, turismo sostenible. [ID 130]

Examining transaction-specific satisfaction and trust in Airbnb and hotel services. An application of Zero-shot text classification and Principal Component Analysis

Manuel **Rey-Moreno**
University of Seville, Seville – Spain, mrmoreno@us.es

Manuel **Sánchez-Franco**
University of Seville, Seville – Spain, majesus@us.es

María de la Sierra **Rey-Tienda**
University of Seville, Seville – Spain, sierrarey@gmail.com

Peer-to-peer accommodation platforms, such as Airbnb, offer different experiences to hotels, through social or physical interactions with local communities or foster a feeling at home at lower prices. In this regard, P2P accommodation has become the hottest hospitality trend to examine the sector's potential threats. Our research aims to ascertain which conditions apply to Airbnb and hotel accommodations equally (or differently). Our study focuses on unstructured, natural-language User-Generated Content about Airbnb and hotel stays. BERTopic identifies central themes in guest narratives, and Zero-shot classification allows to classify narratives without using any single labelled data or without having seen any labelled narrative. Additionally, our research applies Principal Component Analysis to investigate the sufficiency relationships between topics based on accommodation and customer satisfaction and trust-based dimensions. To sum up, our study adds to the body of knowledge about the sharing economy by providing insights for developing marketing policies and a better understanding of consumer behaviour in Andalusian hospitality services.

Keywords: Airbnb, hotels, user-generated content, satisfaction, trust, BERT, zero-shot, Principal Component Analysis. [ID 111]

Residents' perceptions of tourism impacts in the Azores Archipelago (Portugal): a cluster analysis

J. Cadima **Ribeiro**

University of Minho, jcadima@eeg.uminho.pt

Laurentina **Vareiro**

Polytechnic Institute of Cávado and Ave, lvareiro@ipca.pt

Paula **Remoaldo**

University of Minho, paularemoaldo@gmail.com

Isabel Cristina **Monjardino**

Regional Statistic Service of Azores, isabel.cristina@ine.pt

The tourism industry has been increasingly looked as an essential component of development processes, especially in the case of some low-density territories, including islands. By its turn, looking to the quality of tourists' experiences and, thus, to the success of a destination, one has to convey that residents play a fundamental role. In this research, a cluster analysis was used to segment the Azores Archipelago (Portugal) residents into clusters according to their perceptions of the impacts of the tourism industry. The clustering procedure analysed 950 data observations from a residents' survey applied in 2018 by SREA (Regional Statistics Service of Azores). The analyses revealed the existence of three clusters: the Optimistic, integrating the large majority of the respondents; the Moderately Optimistic; and the Unconvinced. The results achieved follow what is common to find in the empirical literature, namely when we are dealing with emergent destinations. Regional and national authorities must be aware of these results when designing their policies, namely in the pursuit of a sustainable development strategy for the Azores.

Keywords: Residents' perceptions, social exchange theory, cluster analysis, tourism benefits and costs, Azores Islands (Portugal). [ID 5]

Work-family conflict's effect on emotional exhaustion and turnover intention among Portuguese tourism employees

Neuza **Ribeiro**

Polytechnic Institute of Leiria, neuza.ribeiro@ipleiria.pt

Ana Suzete **Semedo**

University of Algarve, assemedo@ualg.pt

Daniel Roque **Gomes**

Polytechnic Institute of Coimbra, drmgomes@esec.pt

Ana Patrícia **Duarte**

ISCTE-Instituto Universitário de Lisboa, patricia.duarte@iscte-iul.pt

This study seeks to understand the relationship between Work-Family Conflict, Emotional Exhaustion and Turnover Intention, in the tourism business sector. More specifically, the aims to comprehend the relationship between (1) Work-Family Conflict and Emotional Exhaustion, (2) Work-Family Conflict and Turnover Intention, (3) Emotional Exhaustion and Turnover Intention, and (4) the Work-Family Conflict and the Turnover Intention, as well as evaluating the mediator role of Emotional Exhaustion on this relationship. To carry out the study, 200 workers in the tourism sector were surveyed. Main results have concluded that Work-Family Conflict predicts tourism workers' Emotional Exhaustion and Turnover Intention, and that the workers' Emotional Exhaustion exerts a total mediation effect in the relationship between Work-Family Conflict and Turnover Intention.

Keywords: Work-family conflict, emotional exhaustion, turnover intention, tourism. [ID 476]

Avaliação de desempenho na percepção dos envolvidos: estudo de caso em uma siderúrgica brasileira

Juliana Estácio Rios

Universidade Federal de Itajubá, juliana.rios@unifei.edu.br

Kely César Martins Paiva

Universidade Federal de Minas Gerais, kelypaiva@face.ufmg.br

Fernando Rejani Miyazaki

Universidade Federal de Minas Gerais, frm Miyazaki@gmail.com

Joel Dutra

Universidade de São Paulo, jdutra@usp.br

Este estudo teve como objetivo analisar as percepções de promotores e receptores da Avaliação de Desempenho (AD) em uma siderúrgica brasileira acerca deste processo na empresa. Os dados provenientes das 15 entrevistas foram submetidos à análise de conteúdo. A partir dos relatos encontrados, foi possível verificar que o processo de AD se mostra muito mais rico no entendimento dos promotores do que o percebido pelos receptores, não sendo factível, por meio das respostas, identificar que os empregados percebem a AD praticada na siderúrgica como uma ferramenta estratégica para a empresa. Além disso, pode-se reconhecer que as falhas do processo passam por todos os níveis da empresa. Os problemas se iniciam na alta gestão com a indefinição dos objetivos estratégicos, passando pelo RH que não comunica satisfatoriamente as finalidades do programa de AD, e pela gerência que se furta da obrigação do *feedback*, tendo como resultado ações dos empregados que executam essa atividade apenas para receber sua Remuneração Variável (empregados bonificados) ou a realizam unicamente para cumprir uma incumbência exigida (não bonificados).

Palavra-chave: Recursos humanos, avaliação de desempenho, percepção, siderurgia. [ID 312]

Felicidade sobre rodas: uma exploração sobre as motivações, estilo de vida e experiências de viajantes em autocaravana no Algarve, através da Sociologia Positiva

Teresa Rodrigues

University of the Algarve, teresa.iac.rodrigues@gmail.com

João Filipe Marques

Faculty of Economics, Universidade do Algarve and CinTurs, jfmarq@ualg.pt

A prática de autocaravanismo tem-se vindo a popularizar em muitos países e tem-se afirmado como um segmento turístico particular em muitos destinos. Por toda a Europa circulam mais de 2 milhões de autocaravanas, sendo o Sul da Europa, nomeadamente o Algarve, pelo clima, paisagem, gentes e percepção de segurança, uma região particularmente atraente para os viajantes em autocaravana. Todos os anos milhares de autocaravanistas visitam o Algarve, sobretudo reformados do Norte da Europa, onde muitos permanecem vários meses da estação de inverno. No entanto, a modalidade também tem vindo a segmentar-se com públicos bastante diversificados. São cada vez mais os jovens que aderem à modalidade através de uma vertente conhecida como *#Vanlife*. Nesta comunicação, apresentamos resultados do estudo exploratório cujo principal objetivo foi o de aprofundar o conhecimento sobre o perfil, estilo de vida e motivações dos autocaravanistas e sobre o autocaravanismo como uma modalidade de lazer estudado na perspetiva da sociologia positiva. Para desenvolver esta investigação optamos por uma metodologia qualitativa com recurso a entrevistas em profundidade a viajantes autocaravanistas, observação participante e não participante, pesquisa bibliográfica e netnográfica. A metodologia utilizada revelou-se adequada uma vez que foi possível obter diretamente as perspetivas dos viajantes e conhecer os significados que estes atribuem às suas ações e experiências. Para além disso, foi ainda possível diagnosticar algumas especificidades relativamente à forma como o autocaravanismo se expressa no Algarve, desde a grande diversidade de nacionalidades que se podem encontrar num mesmo local, às especificidades regionais, nomeadamente na dinâmica interior/litoral e sotavento/barlavento. Ficamos também a conhecer alguns constrangimentos relativamente às políticas de ordenamento do território que limitam os movimentos e práticas dos autocaravanistas enquanto viajam pelo Algarve. Concluímos que o autocaravanismo pode ser encarado como uma modalidade de lazer sério com potencial para gerar o estado de *flow* nos seus praticantes. Por fim, apresentamos uma tipologia de viajantes em autocaravana desenvolvida no contexto da amostra presente neste trabalho e no âmbito do quadro teórico utilizado.

Palavras-chave: Autocaravanismo, lazer sério, mobilidade, sociologia positiva. [ID 371]

ABC CoLAB: Ageing perspectives

Vânia Palma **Roberto**

ABC CoLAB: Ageing perspectives, ABC, Algarve Biomedical Center

Clévio **Nóbrega**

ABC CoLAB, Integrated Aging and Rejuvenation Solutions, ABC, Algarve Biomedical Center

Population ageing is a worldwide phenomenon which uncovers several new challenges and problems to our health systems and societies. Aged individuals have an increased risk to develop vulnerability and chronic diseases which typically impacts their health at a physical, mental and/or social level. Additionally, ageing-associated diseases have a huge economic impact and social burden, due to high costs involved in the diagnosis, treatment, and care of these conditions. Nevertheless, ageing challenges also present important opportunities, both in social and economic aspects. While societies can benefit from older people due to their accumulated expertise, knowledge, and experience, the Silver Economy rises as part of the economy tending to the needs and demands of older adults (above 50 years), which also have higher economic capacity. This scenario evidences a clear unmet need for innovative products and services to address the necessities of the Silver Economy, while counteracting the ageing-related health issues.

To fill this gap and to address ageing as a complex and multidimensional process, the ABC CoLAB gathered a multidisciplinary team working in diverse sectors (research, tourism, health, technology, sociology, economics, etc) to engage a transversal approach to ageing. ABC CoLAB aims to create and present innovative products and services encouraging a fit, active, and healthy ageing and promote the Algarve as a reference hub for ageing innovation, thus boosting the region economy and tourism, while positively impacting health and society.

Keywords: ABC CoLAB, aging perspectives. [ID 627]

Enhancing sustainable development through tourism digitalisation: A systematic literature review

Vitor **Rodrigues**

University of Aveiro, vitorrodrigues@ua.pt

Celeste **Eusébio**

University of Aveiro, celeste.eusebio@ua.pt

Zélia **Breda**

University of Aveiro, zelia@ua.pt

The world's economic structure is increasingly moving towards a digital framework, boosted by the fourth industrial revolution. As a versatile sector, tourism is also embedded within this digital transformation process, although at a smaller pace due to the uncountable challenges and uncertainties surrounding it. Nevertheless, the most recent implications of the pandemic crisis warned both managers and politicians of the urgent need for new development paths aligned with sustainability, particularly with the United Nations' sustainable development goals (SDGs). Furthermore, direct issues related to tourism activity, such as overtourism, pollution, and economic dependency, call for alternative and balanced approaches. Smart and digital solutions might play a key role in this process, but little is known concerning their potentialities. Aiming to deepen knowledge concerning these potentialities, a systematic literature review was conducted to examine the state-of-the-art about the implications of the digital transformation in tourism as a catalyst for sustainable development, identifying gaps and providing future research directions. From the analysis of 38 manuscripts, visitor experience, destination management, business solutions, and smart sustainable destinations emerged as the most common topics. However, inconsistencies were identified concerning the management narratives and the actual implementation of smart approaches. Additionally, the novelty of the concepts gravitating around smart tourism promotes some theoretical inconsistencies, which also need to be fulfilled.

Keywords: Sustainable development, sustainability, tourism 4.0, tourism digitalisation, systematic literature review. [ID 570]

Estilos de liderança em empresas brasileiras sobreviventes à crise causada pela Covid-19

Selma Cristina Muniz **Rodrigues**
Instituto Superior Miguel Torga, selma.rodrigues@fdc.org.br

Fátima Regina Ney **Matos**
Instituto Superior Miguel Torga, fneymatos@ismt.pt

Oderlene Vieira **Oliveira**
Universidade de Fortaleza, oderlene@unifor.br

Carla Alexandra Gabriel **Ferreira**
Instituto Superior Miguel Torga, carlagabriel@ismt.pt

Os efeitos da pandemia COVID foram devastadores para a economia mundial e lideranças empresariais tiveram que se adaptar ao novo contexto. O objetivo foi identificar os estilos de liderança que predominaram na gestão das empresas Brasileiras sobreviventes à crise causada pela Covid 19. Foi feita uma pesquisa qualitativa básica. Foram entrevistados cinco gestores em cargos de alta liderança nas empresas brasileiras para identificar suas práticas e estilos de liderança durante a crise. As entrevistas ilustraram um quadro de decisões complexas que foram tomadas rapidamente com pouca ou nenhuma visibilidade de futuro. As lideranças não tinham respostas e correram riscos em suas decisões para manter a empresa operante, uma vez que as variáveis eram totalmente desconhecidas. O estudo trouxe elementos substanciais para uma reflexão sobre o novo ambiente que se instalou nas organizações, com estilos de liderança mais eficientes, que incorporaram elementos como comunicação com transparência, confiança, encorajamento, empoderamento e autonomia.

Palavras-chave: Liderança, práticas, Covid 19, empresas brasileiras, recursos humanos. [ID 65]

Los valores culturales individuales como determinantes del proceso actitudinal en el restaurante. Una perspectiva diferente para la comprensión de la formación del *brand equity*

María Eugenia **Rodríguez-López**
University of Granada, eugeniarodriguez@ugr.es

Juan Miguel **Alcántara-Pilar**
University of Granada, jmap@ugr.es

Salvador Del **Barrio-García**
University of Granada, dbarrio@ugr.es

En un entorno competitivo cada vez más innovador, se hace necesario conocer en profundidad al cliente, y entender los determinantes intrínsecos de la lealtad del cliente hacia el restaurante y el *brand equity*. La cultura es un factor fundamental para la comprensión del comportamiento, que frecuentemente ha despertado el interés por su papel moderador en mayor medida que determinante. El objetivo de esta investigación es examinar el papel determinante de los valores culturales de los clientes (Orientación en el tiempo, distancia de poder, y aversión al riesgo), sobre el proceso actitudinal del cliente en el restaurante (satisfacción y lealtad), para comprender cómo afecta de forma indirecta a través del proceso actitudinal en la formación del capital de marca de un restaurante. Se ha utilizado una muestra de 540 clientes, y se ha llevado a cabo la estimación de un modelo SEM. Los resultados indican que los valores culturales tienen un potente efecto determinante en el proceso actitudinal, a excepción de la distancia de poder. Y que por tanto, la cultura afecta indirectamente a la formación del capital de marca del restaurante.

Keywords: Valores culturales individuales, satisfacción, loyalty, capital de marca, restaurante, SEM. [ID 113]

El efecto de la reputación corporativa y el WOM como antecedentes del Brand Equity de las series de televisión

Álvaro J. Rojas-Lamorena

University of Granada, alvarorojas@ugr.es

Salvador Del Barrio-García

University of Granada, dbarrio@ugr.es

Juan Miguel Alcántara-Pilar

University of Granada, jmap@ugr.es

El capital de marca basado en el cliente (Customer Based Brand Equity, CBBE) es uno de los tópicos con mayor importancia en el ámbito del marketing académico y profesional. Esta investigación tiene como objetivo analizar la formación del CBBE de las series de televisión, un sector en continuo auge y no suficientemente estudiado en la literatura científica. Para ello, se pretende comprobar el efecto de dos variables antecedentes del CBBE como son la reputación corporativa del canal emisor y el word of mouth (WOM) generado por los espectadores. Mediante un cuestionario suministrado a través de un panel de consumidores se obtuvo una muestra de 766 telespectadores de series de Estados Unidos, país de origen de las series de televisión analizadas (Game of Thrones, Outlander, Vikings, Daredevil, Better Call Saul y Stranger Things). Tras el examen de las propiedades psicométricas se procede a la realización de un análisis de ecuaciones estructurales SEM para estimar el modelo teórico propuesto. Los resultados obtenidos permiten comprobar la existencia de efectos significativos de estas variables antecedentes en la formación del CBBE de las series de televisión. De estos resultados se derivan interesantes implicaciones para las distintas productoras y canales emisores de las series de televisión, dado que podrán valerse de la reputación corporativa del canal y del WOM generado por los espectadores para incrementar el valor de marca de sus productos televisivos. Este estudio también facilita, en el ámbito académico y teórico, un nuevo contexto de aplicación de la teoría del CBBE.

Keywords: Brand equity, reputación corporativa, WOM, series de televisión. [ID 144]

A transição do POCAL para o SNC-AP: o caso da mensuração dos ativos fixos tangíveis dos municípios que constituem as capitais de distrito portuguesas

Susana Catarino Rua

Escola Superior de Gestão do IPCA, srua@ipca.pt

A necessidade de comparabilidade da informação financeira e de homogeneizar a contabilidade pública em Portugal, levou a uma nova reforma da contabilidade pública em Portugal, resultando na aprovação do SNC-AP (2015), que veio revogar os planos setoriais anteriores, nomeadamente o POCAL (1999). Ambos os diplomas destacavam a necessidade de mensuração de todo o património público, para a elaboração de demonstrações financeiras que representem fielmente esse património. Assim, é objetivo deste trabalho estudar o definido por estes diplomas quanto à mensuração dos ativos fixos tangíveis; bem como, efetuar um estudo de caso, analisando quais os critérios aplicados, pelos municípios que constituem as capitais de distrito portuguesas, na mensuração desse tipo de ativos. Da análise efetuada verificamos que o SNC-AP (2015) acrescenta explicitamente o justo valor como critério de mensuração e procede à divisão da mensuração em dois momentos (no reconhecimento inicial e subsequente), o que o POCAL (1999) não faz. Para além disso, do estudo efetuado constatamos que o custo histórico ainda prevalece como principal critério de mensuração dos ativos fixos tangíveis, se bem que, com a aplicação do SNC-AP (2015), o justo valor tenha ganho importância, o que é compreensível se pensarmos que, como referido, com este novo normativo, este critério passou a estar explicitamente definido como critério de mensuração.

Palavras-chave: ativos fixos tangíveis, mensuração, municípios. [ID 47]

Stimulating guest participation in value co-creation: lessons learned from Portuguese hotels

Jinous **Sadighha**

University of Algarve and CinTurs, Jinoussadigh@gmail.com

Ana Cláudia **Campos**

University of Algarve and CinTurs, acalves@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Patrícia **Pinto**

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

By changing the marketing perspective from good-dominant logic to service-dominant logic, co-creating value with the customer has been discussed by several authors. In the hospitality industry, due to its highly interactive and competitive environment, applying customer knowledge, skills and ideas is the source of competitive advantage for the service provider. Although previous studies have emphasised the significance of customer participation in value co-creation and recommended that hospitality service providers offer an interactive platform to encourage customer participation, few studies suggested a practical mechanism to achieve this goal. Therefore, the present research reviews the concept, scale, and implication of the DART model (dialogue, access, risk, and transparency) as found in previous studies in the hotel context and proposes a conceptual model that represents the associations between the DART model, customer participation behaviour and value co-creation. To test the hypotheses, data were collected from tourists in Portugal and have been analysed using the partial least squares structural equation modelling (SEM) technique, SmartPLS version 3.3.9. The results indicate that hotel managers may apply the DART model to signify guest participation behaviour in value co-creation.

Keywords: DART Model, Customer participation behaviour, Value co-creation, Hotel industry. [ID 407]

Douro's Wine & Olive oil tourism website evaluation. Enhance synergies and build creative experiences

Josefina Olívia **Salvado**

Instituto superior de Ciências Empresariais e Turismo, josefina.o.salvado@gmail.com

Bebiana **Monteiro**

Instituto Politécnico do Porto, bmonteiro@esht.ipp.pt

Portugal is among the largest producers of wine and olive oil in the world. According to the literature review, Wine & Olive Oil Tourism (Eno-Olivetourism in future references) represents a complex ecosystem combining three distinct sectors: the primary (agriculture with Olive/Grape production), the secondary (wine/olive oil production, bottling and trading) and the tertiary (tourism sector and public and private organizations). This paper aims to understand how wine tourism (Enotourism in future references) farms in the Douro region are able to enhance synergies through the traditional Portuguese products (Wine and Olive Oil) transforming both into creative Tourism Experiences. The study analyses the features offered by 290 wine tourism estates websites (the sample shows that 95% have website, and only 12,6% refers olive oil production & tourism experiences). This issue is important because corporate websites are a core element around which the enotourism companies are able to confirm the powerful synergies between the two food heritages and promote their tourism offerings. The information available on the 24 enotourism companies websites revealed more attention on wine & olive oil production processes [of olive oils (87.5%), Porto DOC wines (58.3%), Douro still wines (62.5%) and Douro sparkling wines (4.2%)], and less on Eno-Olivetourism experiences, with only 33,3% references. The used methodology focuses on quantitative and qualitative data, collected from companies' websites, in order to understand the given emphasis to Internet Information, promotion, users' relation, transaction, interactivity, multimedia and design and social media areas. One limitation of this study is its confinement to a particular wine region, the Douro, not generalizable to other territories and other is the only one (supply) perspective. Future research should include a more large range of wine & olive oil territories, permitting a more systematic knowledge about the Websites quality and efficiency, as well as exploring (supply & demand) creative experiences optics. A website model is proposed aiming to analyse and evaluate the development level of wine & olive oil tourism.

Keywords: Wine & Olive oil tourism, website evaluation, creative tourism, Douro. [ID 82]

¿Mejoran las políticas activas del mercado de trabajo (PAMT) las condiciones salariales y la creación de empleo? Un análisis aplicado a la región de Andalucía (España)

Sandra Sánchez-Cañizares

Universidad de Córdoba, sandra.sanchez@uco.es

Guzmán Muñoz-Fernández

Facultad de Derecho y Ciencias Económicas y Empresariales, guzman.munoz@uco.es

José Antonio Gómez-Limón

Facultad de Derecho y Ciencias Económicas y Empresariales, jglimon@uco.es

Mientras que distintos países de la Unión Europea cuentan con estimaciones del alcance y efecto de las políticas activas del mercado de trabajo (PAMT), en España, este proceso de evaluación es una asignatura pendiente en el plan de diseño e implantación de dichas políticas para estimular, entre otros, el emprendimiento y el autoempleo. El objetivo de esta investigación reside, en consecuencia, en evaluar la influencia de distintos tipos de ayudas destinadas a los trabajadores autónomos en una muestra recogida en Andalucía, una de las regiones con mayor tasa de paro del país (19,43% frente a la media española de 13,65% en el primer trimestre de 2022). La metodología estadística se basa en técnicas de matching mediante propensity score y diferencias en diferencias (DiD) que permiten el emparejamiento de individuos del grupo que recibe la ayuda con individuos de un grupo de control con las mismas características. Con ello se elimina la injerencia causada por otras posibles variables (sexo, edad, nivel educativo, etc.) y se determina si existe una relación de causalidad estadísticamente significativa entre cada tipo de prestación (cursos, bonificaciones de cuota, subvenciones, etc.) y el impacto en indicadores como la mejora de condiciones salariales o la creación de empleo en las empresas estudiadas. Estos resultados permiten mejorar la toma de decisiones políticas relacionadas con el diseño de las PAMT de acuerdo con los objetivos y resultados que pretendan conseguir.

Keywords: Políticas activas del mercado de trabajo, autónomo, matching, Andalucía. [ID 295]

Forecasting hospitality and leisure consumption after COVID-19 through the experience of previous crises

Francisco Sánchez-Cubo

University of Castilla-La Mancha, francisco.scubo@uclm.es

José Mondéjar-Jiménez

University of Castilla-La Mancha, jose.mondejar@uclm.es

Juan Antonio Mondéjar-Jiménez

University of Castilla-La Mancha, juanantoni.mondejar@uclm.es

Despite the COVID-19 outbreak being strikingly harmful worldwide to the tourism industry, similar experiences as the 2008 economic crisis might help forecast the possible consequences for hospitality and leisure consumption. This work proposes using a binomial logit model, using data from the National Statistics Institute of Spain, together with the descriptive analysis of this and previous data. Several variables such as income, spending on leisure or unemployment are analysed. The results show a significant drop in earnings, followed by a slow recovery, a rise in unemployment and worse work conditions. Tourism expenditure would also drop, but differences between accommodation and catering are found. The values obtained for the log odds might help stakeholders make decisions and provide citizens with information about the nearest future. Predictions and recommendations are made based on the previous 2008 economic crisis. Data availability stands as the main limitation of this piece of work. Further studies should address this issue from a cross-national approach.

Keywords: Expenditure, hospitality, leisure, COVID-19, Spain, tourism. [ID 23]

Collective agreements and talent management in hospitality: a double-edged sword

Francisco **Sánchez-Cubo**

University of Castilla-La Mancha, francisco.scubo@uclm.es

José-Luis **Sánchez-Ollero**

University of Málaga, jlsanchez@uma.es

Elisa **Del-Cubo-Arroyo**

University of Málaga, eidelcubo@uma.es

The hospitality sector is well-known for its differentiating characteristics with respect to other economic industries and sectors. Within them, the ones related to human resources issues are the ones that hog most of the media attention. In this sense, human capital has been widely studied in the labour economics literature and, since the beginning of the 21st century, also in the hospitality-related one. More specifically, this work aims to address the issue of collective agreements in the hospitality industry as it plays a crucial role in moderating the remunerations between high and low educated employees in the same workplace. Therefore, the question that arises from that situation lies in whether the restraints established by these collective agreements might somehow affect the talent management within hospitality enterprises. Considering several studies on returns on human capital in hospitality together with Sparrow & Makram's Value Theory, this work offers a critical assessment of talent management in hospitality enterprises. Results seem to indicate that burnout may arise, especially regarding the returns obtained from higher education. The limitations revolve around specific data availability and the difficulties in predicting performance from a certain level of education.

Keywords: Burnout, educational mismatch, hospitality, human capital, tourism, value theory. [ID 24]

La financiación de la promoción de vivienda en un destino turístico y su efecto desigual en la economía actual de la Costa del Sol

Francisco **Sánchez-Cubo**

University of Castilla-La Mancha, francisco.scubo@uclm.es

Ricardo **Urrestarazu-Capellán**

University of Málaga, ricardo.urrestarazu@uma.es

Javier **Pérez-Aranda**

University of Málaga, jpereza@uma.es

Durante el periodo que va de junio de 2020 a marzo de 2022, se ha producido un crecimiento de la actividad promotora inmobiliaria en la Costa del Sol, que ha consolidado a esta zona como destino privilegiado de la inversión inmobiliaria de todo el país, y donde las grandes sociedades y fondos de inversión financieros cuenta con un especial protagonismo, espacialmente los extranjeros. A través de los datos obtenidos sobre compraventa de viviendas de obra nueva en la provincia de Málaga en los principales portales inmobiliarios en internet, se ha podido constatar que las empresas de promoción inmobiliaria pertenecientes a fondos y sociedades de inversión inmobiliaria, han incrementado su peso en el sector desde el 27% del total en el año 2019, al 39% de finales del 2021, liderando la construcción de viviendas en las principales localidades turísticas de la provincia con las promociones con mayor número de viviendas promovidas, 113 viviendas de media frente 59 del sector en su conjunto en el año 2021. De esta manera se confirma la estrecha relación entre el ámbito inmobiliario y turístico con el financiero internacional, que ve a los primeros como destinos rentables y confiables, confirmando la interpretación que hace David Harvey de la Teoría del Desarrollo Geográfico Desigual, en el que considera que el capitalismo influye en la creación de dispositivos institucionales para que la circulación del capital abarque todos los ámbitos posibles de la vida del ser humano, incluyendo en este caso a la vivienda, lo que puede producir desigualdades en la distribución de los excedentes sociales y económicos

Palabras-clave: Fondos de inversión y sociedades de inversión del mercado inmobiliario, financiación, políticas públicas, promotores inmobiliarios, empresas tecnológicas. [ID 33]

Unveiling wages' determinants in the Spanish hospitality industry

José Luis **Sánchez-Ollero**

University of Malaga, jlsollero65@gmail.com

Alejandro **García Pozo**

University of Malaga, alegarcia@uma.es

Francisco **Sánchez Cubo**

University of Castilla-La Mancha, Francisco.SCubo@uclm.es

Commonly, the hospitality industry is perceived as having low-added value and providing precarious jobs. Heretofore, academics have delved into measuring the determining factors of wages and the wage gap, especially between genders, but the latter question is not fully developed. Thus, through binomial logit regressions, this study analyses whether the hospitality wages are under the Spanish national average and which factors cause that from traditional human capital and wage decomposition variables. The results show the large impacts of gender, type of contract, responsibility, firm size and labour regulation to prevent salaries from falling under the average. Conversely, results show the striking impacts of overeducation and the category of the occupations on increasing the chances of earning below it. The findings fill a small but significant gap in the labour economics literature that may help stakeholders better design job positions. Limitations revolve around the future implications of the recent labour reform.

Keywords: Economy, gender, hospitality, salaries, Spain. [ID 287]

Implications of blockchain technology for the future of tourism industry

Eva M. **Sánchez-Teba**

Facultad de Económicas y Empresariales, emsanchezteba@uma.es

María Dolores **Benítez-Márquez**

Facultad de Económicas y Empresariales, bemarko@uma.es

Marisol B. **Correia**

ESGHT, Universidade do Algarve, CiTUR and cinTurs, mcorreia@ualg.pt

José Jesús **Vegas-Melero**

University of Malaga, vegasjosejesus4a@gmail.com

All of the material published in scientific journals of the Web of Science was analyzed using SciMAT software in order to determine the state of the development of knowledge in relation to the application of blockchain technology in this sector and to guide future lines of research. We can conclude that blockchain is a disruptive technology that still has significant room for development in key sectors such as tourism. The main lines to be developed include trust, the disappearance of intermediaries, medical tourism, how businesses and customers can adopt blockchain technology, and how it will affect tourism development until smart tourism has been fully adopted. In addition, security and transparency are the main characteristics that make this technology so interesting for the tourism sector and will advance the achievement of this sector. This is one of the few research projects that focuses on the potential of blockchain technology as a catalyst for advancing the tourism sector. Proper implementation in this sector offers new opportunities for public-private partnerships for destination development.

Keywords: Blockchain Technology; Tourism Development; Tourism Industry; Sustainable Development Goals; SciMAT. [ID 129]

Development and validation of the new resident empowerment through tourism scale: RETS 2.0

Edson Redy Moreira dos **Santos**
CinTurs and University of Algarve, a70500@ualg.pt

Luís Nobre **Pereira**
ESGHT, University of Algarve and CinTurs, Imper@ulag.pt

Patrícia **Pinto**
Faculty of Economics, University of Algarve and CinTurs, pvalle@ulag.pt

Bynum **Boley**
University of Georgia, bboley@uga.edu

This study aims to develop a new version of the Resident Empowerment through Tourism Scale - the RETS 2.0. Specifically, the aims of study are twofold. First, it seeks to integrate two new dimensions of empowerment – economic empowerment and environmental empowerment – within the current RETS. This holistic measurement of resident perception of empowerment is essential to understanding sustainable tourism development in destinations that are highly dependent on tourism. Second, an abbreviation of the RETS is conducted. Shorten scales facilitate comprehension, increase response rate, allow the integration of new constructs, and most importantly capture relevant information related to the construct. To empirically test and validate RETS 2.0 in the small island destinations of Sal and Boavista, Cape Verde, the study follows Churchill's (1979) and Rossiter's (2002) scale development recommendation and adopts a three-stage mix-method approach. In stage I, a domain specification and item generation tasks were conducted through review of literature and in-depth interviews, followed by content analysis. Afterwards, two rounds of data collection by personal interview were conducted. An exploratory factor analysis was run in Stage II to examine the sample from the island of Boavista to refine and purify the new items of the scale. Finally, in Stage III a confirmatory factor analysis verified the factorial structure of the sample collected on the island of Sal to further purifies RETS 2.0. As a result, the RETS 2.0 is proposed as a five-dimension scale that assesses the resident's empowerment towards sustainable tourism development.

Keywords: RETS 2.0, resident empowerment, sustainable tourism development, scale development, Cape Verde. [ID 158]

A cerâmica de Icoaraci como produto turístico: caracterização da prática cultural e a percepção dos turistas na cidade de Belém-PA (Brasil)

Fabio Abreu **Santos**
Universidade Estadual do Maranhão e Universidade Federal do Pará,
famille22@gmail.com

Livia Maria Oliveira dos Santos **Silva**
Universidade Federal do Pará, livia.mariasilva@outlook.com

Luiz Cezar Silva dos **Santos**
Universidade Federal do Pará, lzcesar@ufpa.br

O presente artigo tem como propósito caracterizar as práticas culturais que envolvem a produção artesanal da cerâmica no distrito de Icoaraci, na cidade de Belém-PA, região norte do Brasil, considerando sua importância turística e a percepção dos turistas que visitam e compram as peças nos centros de comercialização e ruas do distrito. Seu referencial está alicerçado sob a ótica dos estudos culturais e turísticos e seu percurso metodológico está apoiado em um estudo exploratório e descritivo, de cunho qualitativo, apoiado na realização de entrevistas com os sujeitos de pesquisa, no caso os artesãos e os turistas. Como resultados, constatou-se uma cultura pulsante, rica, diversificada, repleta de significados, formada por processos evolutivos distintos, permeados pelo cotidiano das práticas culturais e comerciais dos artesãos que acabam disseminando nas ruas e centros de comercialização artigos que se apropriam de um estilo estético de forte valor identitário da cultura amazônica, com elementos visuais do passado, adaptados a um contexto contemporâneo de produção de grande importância turística para o turismo de Belém-PA, sob a ótica do valor agregado, imaginário e a experiência do visitante com o consumo das peças de cerâmica no distrito de Icoaraci.

Palavras-chave: Icoaraci, artesanato, cerâmica, produto turístico. [ID 247]

Consumo gastronômico de alimentos locais e seus possíveis motivadores: uma análise bibliométrica internacional

Geórgia Caetano **Santos**

Universidade Federal de Minas Gerais, georgiacaetano@hotmail.com

Juliana Maria Magalhães **Christino**

Universidade Federal de Minas Gerais, julianam.prof@gmail.com

Ana Luíza Silva **Noronha**

Universidade Federal de Minas Gerais, analuiza3422@gmail.com

O presente artigo teve como objetivo investigar a atual configuração o campo de estudos e buscar a compreender a evolução da produção científica a respeito do tema consumo gastronômico de alimentos locais. Para tanto, foram extraídos e analisados 450 artigos indexados na base de dados da Web of Science entre os anos de 1994 e 2021. A partir do levantamento, foi realizada uma pesquisa bibliométrica com a utilização do software CiteSpace. Identificou-se, a partir da análise, um aumento significativo na produção científica sobre o tema nos últimos cinco anos, sendo que 2020 foi o que registrou o maior número de publicações. O pesquisador mais produtivo sobre consumo gastronômico local é o coreano Samuel Sepngseop Kim e o país que mais contribuiu para o avanço de conhecimento neste campo foram os Estados Unidos, com 121 artigos publicados. Os termos com maior frequência encontrados nos trabalhos, além de consumo local, foram experiência, satisfação e qualidade. O crescente interesse na temática também vem sendo amparada por journals consagrados como Annals of Tourism Research, American Journal of Sociology, e outros.

Palavras-chave: bibliometria, alimento local, consumo, gastronomia, Cite Space. [ID 206]

Determinants of attitudes towards sustainable events: A study of academic conferences' target audience

José António C. **Santos**

ESGHT, University of Algarve and CinTurs, jasantos@ualg.pt

Manuel Ángel **Fernández-Gómez**

University of Malaga, mangel@uma.es

Antonio **Guevara-Plaza**

University of Malaga, guevara@uma.es

Margarida Custódio **Santos**

ESGHT, University of Algarve and CinTurs, mmsantos@ualg.pt

Maria Helena **Pestana**

University of Lisbon – ISCTE, mhppiscte@gmail.com

This study analyses attendees' attitudes towards the transformation of academic conferences into more sustainable events. It aimed a) to assess if and to what extent the attitudes of the target audience are positive regarding the transformation of these events into more sustainable events, b) to evaluate which sustainability measures are perceived as more important and which ones are more difficult to implement, and c) to assess whether socio-demographic variables explain significant differences in attitudes. An analytical model of participants' attitudes towards sustainable conferences based on literature review and the theories of reasoned action and planned behaviour was developed and applied to a sample of 532 surveyed individuals from 68 countries who regularly attended academic conferences in the last five years prior to 2020. The results were refined using statistical and computational techniques to achieve more empirically robust conclusions. Results reveal that attitudes towards more sustainable academic conferences are overall quite strong and positive. More sustainable events' venues, catering, conference materials, and accommodations have the strongest influence on attendees' attitudes towards more sustainable conferences. Socio-demographic variables such as attendees' gender and age also explain differences in attitudes. Women and older adults have stronger pro-environmental attitudes regarding event sustainability. This research is, to our best knowledge, the first to approach the transformation of academic conferences into sustainable events from the demand perspective.

Keywords Sustainable transformation, event sustainability, sustainability attitudes, sustainable business events, sustainable academic conferences. [ID 528]

Análise sobre o contributo da atividade turística na sustentabilidade do património: estudo baseado nos conventos Capuchos em Portugal

José António C. Santos

ESGHT, University of Algarve and CinTurs, jasantos@ualg.pt

Ariadne Barreto Pignaton

University of the Algarve taadde@gmail.com

Este estudo pretende analisar se a atividade turística contribuiu para a sustentabilidade deste património conventual português. Para a realização deste trabalho foram analisados 41 conventos da ordem religiosa dos Capuchos que estão distribuídos pelo território português. Muitos destes Conventos após perderem a sua função inicial e devido ao facto de se encontrarem fora dos Centros Históricos foram completamente ignorados. O presente trabalho baseou-se numa comparação entre os conventos que estão inseridos em contexto turístico e os que não possuem nenhuma atividade turística. A investigação fundamentou-se na triangulação de dados (pesquisa in loco, entrevistas e análise bibliográfica). Para a análise de dados, foi escolhida a abordagem mista, qualitativa e quantitativa, utilizando o método de análise fotográfica, estatística descritiva e correlação de variáveis (correlação de Spearman). Quanto ao campo teórico, o estudo baseou-se em temas relacionados ao turismo cultural, património, sustentabilidade e conservação. A análise dos dados revelou que o reaproveitamento de edifícios patrimoniais salvaguarda o seu desaparecimento. Em alguns destes conventos foi a atividade turística a contribuir para que eles não desaparecessem, não querendo isso dizer que o restauro tenha sido feito corretamente, mas adaptado a realidade no qual ele foi reaproveitado. Concluiu-se que em alguns casos a atividade turística acabou por influenciar positivamente, caso contrário o edifício teria desaparecido.

Palavras-chave: Conventos Capuchos, turismo cultural, património, sustentabilidade. [ID 625]

Gestão de conflitos empresariais: uma proposta de modelo teórico integrando a Mediação e Justiça Restaurativa

Lucas Almeida dos Santos

Universidade Franciscana, luksanttos@gmail.com

Vânia Medianeira Flores Costa

Universidade Federal de Santa Maria, vania.costa@ufsm.br

Este estudo que tem como objetivo propor e validar um modelo teórico que utilize os pressupostos da Mediação de Conflitos e Justiça Restaurativa para proporcionar uma melhor compreensão na forma de Gestão de Conflitos no âmbito empresarial, apresenta-se como um estudo de natureza Qualitativa de cunho Bibliográfico, Descritivo, Explicativo e Exploratório, desenvolvida em conjunto com uma gama de procedimentos metodológicos de análise, como Análise Teórica Interpretativa, Análise Textual Discursiva e Análise de Conteúdo, tendo seus dados coletados a partir da literatura da área e por meio do processo de validação teórica realizada com seis participantes, Pesquisadores e Especialistas, utilizando-se do Método Delphi. Estruturalmente, o processo metodológico foi construído em três etapas: elaboração do Estado da Arte – Corpus do Estudo; Integração dos Pressupostos Teóricos, o qual gerou o instrumento base para validação e as variáveis teóricas; Validação das variáveis teóricas e elaboração do Modelo Teórico Proposto final. Assim, o modelo final validado está composto por 66 variáveis teóricas, divididas em três Estágios, Precedentes do Conflito, Intermediação e Resolução, os quais estão embasados pelos questionamentos e elementos direcionadores.

Palavras-chave: Gestão de conflitos, mediação, justiça restaurativa, modelo teórico, validação. [ID 240]

Enoturismo criativo e de experiências: entender o potencial da Região dos Vinhos Verdes

Melanie Rute Silva dos **Santos**
Instituto Politécnico do Porto, 41190342@esht.ipp.pt

Bebiana **Monteiro**
Instituto Politécnico do Porto, bmonteiro@esht.ipp.pt

Josefina Olívia **Salvado**
Instituto superior de Ciências Empresariais e Turismo, josefina.o.salvado@gmail.com

O vinho como património alimentar desempenha um papel importante na estrutura social e cultural da civilização mediterrânica. Quando integrado com o setor do turismo, transforma-se num agente catalisador do desenvolvimento das regiões vitivinícolas. Considerando o enoturismo como um setor que interliga a indústria do vinho, a gastronomia, o património e as culturas regionais, e que, estando presente em todo o território nacional, tem a capacidade de mostrar as marcas identitárias desses destinos através da oferta de experiências singulares. Partindo deste enquadramento, de que modo pode o enoturismo criativo da região demarcada dos vinhos Verdes contribuir para o desenvolvimento da região? O objetivo deste trabalho consiste em explorar experiências criativas no enoturismo na Região Demarcada dos Vinhos Verdes. A escolha desta região liga-se ao facto de existirem exíguos estudos referentes ao binómio temática/região. Foi aplicada uma metodologia mista (quantitativa e qualitativa), na perspetiva da procura e da oferta, usando inquéritos por questionário a 54 visitantes e 11 entrevistas semiestruturadas aos empresários das quintas aderentes à Rota dos Vinhos Verdes. Os resultados mostram que a Região Demarcada dos Vinhos Verdes tem potencial para se afirmar no enoturismo criativo, contribuindo para a valorização dos patrimónios identitários da região e tornando mais atrativo o destino turístico.

Keywords: Enoturismo, experiências criativas, região demarcada, vinhos verdes, patrimónios alimentares. [ID 77]

Rotas, rumos e mapas. Os caminhos do turismo contemporâneo

Miriam Oliveira **Santos**
Universidade Federal Rural do Rio de Janeiro, mirsantos@uol.com.br

Sérgio Ricardo **Fiori**
Universidade Federal Rural do Rio de Janeiro, sfiori@gmail.com

O objetivo desse artigo é refletir sobre as rotas turísticas e seus componentes utilizando como exemplo empírico o Caminho de Santiago de Compostela, analisamos aqui o caminho português, mas muitas das observações podem ser derivadas para os demais caminhos que convergem para a cidade. A metodologia utilizada foi a análise qualitativa, consistindo principalmente em revisão bibliográfica, iconográfica e documental, contudo também foi realizado um trabalho de campo que resultou em vários dados primários, sobretudo fotografias. Como principais resultados podemos apontar que rotas turísticas são importantes instrumentos de planejamento turístico e se revelaram bastante úteis para a consolidação de regiões turísticas. Também devemos destacar a importância da sinalização nas rotas turísticas e a relevância do processo de adaptação das rotas e mapas as novas mídias sociais. Contudo é preciso tomar bastante cuidado com os impactos que as novas rotas podem causar nas regiões em que são instaladas, se por um lado fortalecem o turismo e impactam positivamente os negócios comerciais, por outro podem causar também impactos negativos, tais como, sobrecarga dos serviços públicos, engarrafamentos e etc.

Palavras-chave: Rotas turísticas, mapas, sinalização turística, planejamento turístico, património cultural, turismo religioso. [ID 446]

Utilização dos Sistemas de Contabilidade e Controlo de Gestão na recuperação das empresas em turnaround

Graça Maria Ferreira de Oliveira **Saraiva**
Universidade da Beira Interior, gracia.saraiva@ipleiria.pt

Maria do Céu Ferreira Gaspar **Alves**
Universidade da Beira Interior, mceu@ubi.pt

João José de Matos **Ferreira**
Universidade da Beira Interior, jjmf66@gmail.com

Este trabalho procura aferir qual o papel dos Sistemas de Contabilidade e Controlo de Gestão (SCCG) na estratégia de turnaround das PME, visto que o processo turnaround pressupõe uma mudança estratégica, intrinsecamente relacionada com mecanismos de controlo de gestão. Os SCCG podem mostrar-se fundamentais para a melhoria do desempenho e permitir a recuperação de PME em dificuldades. Nessa perspetiva, procura-se analisar a forma como são utilizados os SCCG nas empresas em situação de turnaround, e averiguar se existem diferenças no papel que é atribuído ao SCCG entre as PME em situação de turnaround e outras PME. Os resultados revelam que há uma menor utilização da informação, proporcionada pelo SCCG, e uma maior ausência de planeamento estratégico formal nas empresas em turnaround, em comparação com as outras PME.

Assim, a contribuição inovadora deste trabalho está no estudo da utilização dos SCCG nas fases de recuperação das PME. Há efetivamente uma carência de estudos em torno do turnaround que congreguem o papel dos SCCG na estratégia de recuperação.

Para além dos resultados que esta investigação poderá proporcionar a qualquer investigador que se interesse pelas PME em situação de risco, ou mesmo para a sua prevenção, poderá interessar também a empreendedores, a donos, a gerentes, a gestores das PME portuguesas, e outros potencialmente interessados.

Keywords: Sistemas de Contabilidade e Controlo de Gestão, recuperação das empresas em turnaround. [ID 444]

Are we scared of pandemics and Ukraine? Short-term avoidance of holidays in another EU Country

Filipe **Sardo**
Universidade da Beira Interior & CEFAGE, fsardo@ua.pt

Irina **Saur-Amaral**
ISCA & CIMAD, Universidade de Aveiro & NECE, UBI, irina.amaral@gmail.com

Teresa **Aragonez**
Universidade de Aveiro & CIMAD, teresa.aragonez@ua.pt

Covid-19 pandemics hit touristic destinations rather hard. When the pandemics seemed to be getting close to an endemic state, with signs of tourism recovery, Ukraine war emerges in February 2022. In this challenging context, the question arises: are tourists willing to make holidays in Europe? To answer the question, our research analyzes the impact of perceived risk of Covid-19 and perceived risk of Ukraine war onto short-term avoidance (STA) of holidays in another European Union country. We use a questionnaire-based survey with a sample of 208 valid answers and we estimate our model by the use of ordered probit estimator. Results indicate that due to the perceived risk of Covid-19 and Ukraine war the respondents have a higher propensity to strongly agree on STA, while due to the subjective norms, attitude and perceived travel behavior, the respondents have a lower propensity to strongly agree on STA. Perceived behavioral control and Attitude decrease the propensity of respondents to strongly agree on STA due to Ukraine war.

Keywords: Pandemics, Covid-19, war, Europe, tourism, holidays. [ID 218]

Intellectual capital and innovation: a systematic literature review

Filipe Sardo

Universidade da Beira Interior, fsardo@ua.pt

Irina Saur-Amaral

ISCA, Universidade de Aveiro & NECE, Universidade da Beira Interior,
irina.amaral@gmail.com

Zélia Serrasqueiro

ISCA, Universidade da Beira Interior, zelia@ubi.pt

Innovation is considered a cornerstone of firms' performance and survival. Despite previous literature indicating a connection between Intellectual Capital and Innovation, this relationship has been analysed using multiple approaches and different methodologies and there is no dominant view, which raises the question where the study of the relationship between intellectual capital and innovation currently stands. Deploying on a systematic literature review with a final sample of 178 full text papers on Intellectual Capital and Innovation, this study synthesizes the scholarly contributions that have been published on ISI Web of Knowledge – Current contents between 1998 and January 2021 on the Intellectual Capital-Innovation nexus, identifies the main areas of research and opens doors of opportunity for future research in the area.

Keywords: Human Capital, innovation, intellectual capital, relational capital, structural capital, systematic literature review. [ID 12]

Research & Development (R&D): What do resources in the electricity sector say?

Fillipe Schappo

Federal University of Santa Catarina, fillipeschappo@hotmail.com

Denize Demarche Minatti Ferreira

Federal University of Santa Catarina, denize.minatti@ufsc.br

José Alonso Borba

Federal University of Santa Catarina, j.alonso@ufsc.br

Most of the activities that make up the world economic system generate significant changes in the environment. Some organizations, by the very nature of their products and services, have the potential to interact more "aggressively" with the environment. The electricity sector is characterized by an intense relationship with the places where it operates, not so much for the product supplied, but for the simple fact of being present in a very large number of locations. Thus, research to reduce such impacts is a necessity. So, the aim of the research is to analyze the disbursements made by companies in the electricity sector in R&D and its relationship with the next generation of energy through nonrenewable energy matrices. The research was carried out through document analysis. The analyses, simple and multiple linear regressions were used with expenditure on R&D as the dependent variable, and non-renewable energy generation and control accounting information as independent variables. The results show a positive and significant relationship between companies whose generation comes from non-renewable sources and expenditures on R&D. Furthermore, the inclusion of the non-renewable generation variable in the model together with the control variables improves the explanatory power of disbursements made with R&D.

Keywords: Environment, reeseach, developement, electricity setor. [ID 552]

A sustentabilidade como estratégia de fidelização em hotelaria de luxo

Maria Flora **Seixeira**

Instituto Politécnico de Viana do Castelo, fmatos@estg.ipvc.pt

Eusébio Francisco **Lima**

Escola Profissional de Esposende, eusebiolima@gmail.com

Fernanda A. **Ferreira**

Instituto Politécnico do Porto, faf@esht.ipp.pt

A indústria hoteleira é um dos elementos básicos das infraestruturas turísticas constituindo um fator essencial para o desenvolvimento turístico de um país. A hotelaria de topo é cada vez mais procurada por uma vertente de clientela que, além de ter poder de compra, é mais informada do que nunca, nomeadamente no que concerne às preocupações ambientais e sociais. Cabe aos hoteleiros encontrar estratégias e formas originais, focadas na experiência e na sensibilização para a sustentabilidade, de forma a alcançar a fidelização pela causa ambiental ou social não comprometendo o cumprimento das suas metas, mas que possam ainda elevar as expectativas criadas inserindo inovação e criatividade, de forma a conjugar os dois objetivos.

Através do método do estudo de caso, com recurso à observação participante e à aplicação de 17 entrevistas realizadas aos 17 departamentos do hotel *Six Senses Douro Valley*, este estudo tem como objetivo perceber as estratégias sustentáveis, de inovação e criatividade desenvolvidas no hotel, a fim de proporcionar ao hóspede uma experiência única e, assim, fidelizá-lo. Os resultados demonstram que é possível desenvolver turismo de luxo com preocupações ambientais e sociais; que o cliente facilmente consegue perceber o que se faz em termos de sustentabilidade e é envolvido nesta ideologia e que espera algo diferente naquela unidade hoteleira.

Palavras-chave: Hotelaria, experiências, inovação, sustentabilidade. [ID 89]

Climate change in India with respect to tourism

Sanjay **Sengupta**

Ministry of Science & Technology, s_sengupta61@yahoo.co.uk

Climate change is having profound effects on India, which is ranked fourth among the list of countries most affected by climate change in 2019. India emits about 3 gigatonnes (Gt) CO_{2eq} of greenhouse gases each year; about two and a half tons per person, which is less than the world average. The country emits 7% of global emissions, despite having 17% of the world population. Temperature rises on the Tibetan Plateau are causing Himalayan glaciers to retreat, threatening the flow rate of the Ganges, Brahmaputra, Yamuna and other major rivers. Temperatures in India have risen by 0.7 °C (1.3 °F) between 1901 and 2020. The latest UN Intergovernmental Panel on Climate Change (IPCC) report has painted a bleak picture for India, warning that the South Asian country could face multiple climate change-induced disasters in the next two decades. Impact of climate change on Indian reefs due to thermal and anthropogenic stress cause bleaching. Unless greenhouse gas emissions are drastically reduced by 2030, it will become impossible for Indian authorities to reverse an imminent climate catastrophe. Mangroves habitat zone like Andaman and Nicobar islands and Lakshadweep has been described related to climate change. Traditional knowledge as heritage conjure up images of the past, climate change drives attention to the future. Local expertise in climate research and adaptation is often manifested in community driven monitoring and validated by scientific assessment. Linking traditional environmental observation eg. Fisheries with cross scale social networking capabilities like via Facebook create new paradigms in monitoring and understanding climate change.

Keywords: Climate change, IPCC, greenhouse gases, Mangroves, traditional knowledge. [ID 579]

Destination relationship marketing during challenging times. the role of Integrated Marketing Communications

Maja Šerić

University of Valencia, maja.seric@uv.es

Josip Mikulić

University of Zagreb, jmikulic@efzg.hr

Đurđana Ozretić Došen

University of Zagreb, dozretic@efzg.hr

Tourism destinations are facing the negative effects of the COVID-19 outbreak and are looking for innovative ways to survive and increase their attractiveness during these challenging times. Novel communication strategies are deemed necessary in this scenario of great uncertainty, capable of transmitting a clear and consistent message about the safety of a tourism destination, with the purpose of not only attracting potential tourists but also creating a strong bond and long-lasting relationships with them. In this regard, the Integrated Marketing Communications (IMC) approach has been recognized as a sophisticated communication discipline that is not limited to influencing tourists' perceptions and intentions but actually transcends to a more powerful paradigm of relationship marketing. The purpose of this paper is to examine the impact of (IMC) message consistency on trust, commitment, and satisfaction, considered among the most influential variables in the field of relationship marketing. The empirical study took place among 333 tourists visiting Croatia mostly in the final quarter of 2021. Considering tourist perceptions in this type of research is of extreme importance as the four variables examined in this work are strongly consumer-oriented. Our results suggest that when tourists perceive consistency within and across different online and offline marketing communications channels regarding the safety of a destination, their trust, affective commitment, and satisfaction levels will increase. These findings have important implications for destination marketers and other tourism stakeholders involved in promotional activities of tourism destinations.

Keywords: Destination relationship marketing, Integrated Marketing Communications, destination safety, COVID-19, Croatia. [ID 594]

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Promovendo a sustentabilidade através de um modelo de maridagens de gastronomia e vinhos do Algarve

Manuel Serra

ESGHT, Universidade do Algarve, maserra@ualg.pt

Nuno António

Universidade Nova de Lisboa, nantonio@novaims.unl.pt

Cláudia Henriques

ESGHT, University of Algarve and CinTurs, chenri@ualg.pt

Carlos Afonso

ESGHT, Universidade do Algarve, cafonso@ualg.pt

O desenvolvimento sustentável é atualmente uma temática indissociável da indústria turística. O turismo gastronómico, associado à autenticidade do produto gastronomia e vinhos, incentiva o surgimento de serviços de maior qualidade, diferenciando-se pela sua genuinidade e consequente contributo para a sustentabilidade dos destinos turísticos. Este estudo apresenta um modelo de maridagens baseado em três questionários Delphi em Tempo Real (DTR), envolvendo um grupo de especialistas que selecionaram e combinaram vinhos regionais com pratos da gastronomia tradicional. No primeiro questionário, foi solicitado aos especialistas para selecionarem por categoria, os pratos mais representativos da região algarvia. No segundo questionário, para cada prato, os especialistas votaram nos vinhos que consideraram mais adequados para cada prato anteriormente selecionado. No terceiro questionário, os especialistas fizeram análises quantitativas e qualitativas para cada um dos três vinhos mais votados para cada prato. O modelo de maridagens resultante do estudo da harmonização entre a gastronomia tradicional e os vinhos da região será comunicado aos profissionais do turismo e ao público em geral. Ao promover a utilização do modelo de maridagens para aumentar a satisfação da experiência enogastronómica, promovemos uma economia local eficiente, socialmente justa e ecologicamente sustentável. Ao mesmo tempo, estimulamos a economia circular no turismo.

Palavras-chave: Algarve, gastronomia e vinhos, modelo de maridagens, Delphi em tempo real, promoção da sustentabilidade, turismo gastronómico, desenvolvimento sustentável. [ID 365]

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Corporate governance disclosure: a study of the determinants factors

Sara Serra

Instituto Politécnico do Cávado e do Ave, sserra@ipca.pt

Káta Lemos

Instituto Politécnico do Cávado e do Ave, klemos@ipca.pt

Paula Oliveira

Instituto Politécnico do Cávado e do Ave, paulagoncalveso1996@gmail.com

The present study aims to analyze the determinants of disclosure on corporate governance in companies listed on Euronext Lisbon in 2020. Therefore, we have used the content analysis technique of the report and consolidated annual accounts, and the corporate governance report. The sample comprised 32 companies listed on Euronext Lisbon as of December 31, 2020.

We built a disclosure index for each company and applied the linear regression model to verify the relationship between variables. Having as the dependent variable the index of disclosure and as independent variables, certain characteristics of the company (size of the board of directors, gender of the board of directors, proportion of independent members on the board of directors, audit committee, quality of the external auditor, gender of the external auditor and profitability).

It concluded that the only determining factor of the level of disclosure on corporate governance is the gender of the board of directors. There was a negative and statistically significant relationship between the gender of the board of directors and the disclosure of information on corporate governance.

Nevertheless, our study contributes to a better understanding of the dissemination of information on corporate governance, considering the current nature of the topic and the lack of studies on this topic in the Portuguese context.

Keywords: Corporate governance, information disclosure, Disclosure index, Agency Theory. [ID 200]

Plano de ação de combate à violência doméstica: O papel da entidade empregadora na presença de crime de violência doméstica

Adriana Marques Silva

silva.m.adri@gmail.com

Joaquim Francisco Monteiro Pinheiro Pinto Contreiras

jcontrei@ualg.pt

Ana Patrícia Duarte Baltazar

patricia.duarte@iscte-iul.pt

A violência doméstica afeta todos os estratos sociais, económicos e etários da sociedade e, sendo um crime público, cabe a todos e todas saber identificar e denunciar qualquer suspeita deste crime. Tipicamente, a violência doméstica não é associada ao local de trabalho, especialmente em Portugal. Este artigo vem, desta forma, apresentar uma nova perspetiva relativamente ao tema e como esse deve ser abordado dentro das organizações. Será apresentado um estudo empírico qualitativo no formato de um grupo focal que permitiu identificar que tipo de conhecimento as empresas no Algarve têm acerca do fenómeno da violência doméstica e sobre as suas possíveis repercussões ao nível do local de trabalho. Por fim, será proposto, ainda, um plano de ação geral a ser implementado nas empresas como método de apoio aos seus colaboradores e às suas colaboradoras que são vítimas de violência doméstica.

Palavras-chave: Violência doméstica, local de trabalho, grupo focal, plano de ação. [ID 146]

Turismo rural como alternativa econômica para produtores rurais de Brumadinho

Janete Fernandes **Silva**

Universidade Federal de Minas Gerais - janete_fernandes@hotmail.com

Marília Saraiva **Pereira**

Serviço Nacional de Aprendizagem Rural - Administração Regional de Minas Gerais,
mariliavete@gmail.com

A pequena propriedade agrícola brasileira tem encontrado dificuldade para conduzir o seu negócio e aumentar a renda familiar. A alternativa tem sido a diversificação das atividades e empreendimentos voltados para o turismo rural. Este artigo discute as melhores alternativas para que o turismo rural seja explorado de maneira sustentável nas propriedades rurais de Brumadinho, se tornando em uma alternativa econômica complementar. Fez-se uso da abordagem qualitativa e das pesquisas bibliográfica e documental e o principal resultado revelou que a capacitação profissional torna-se imprescindível na oferta de produtos e serviços turísticos comercializáveis. A preparação do profissional para atuar no mercado de trabalho exige relações de parcerias sólidas e de confiança. A capacitação prepara o indivíduo para atuar no mercado de trabalho que se encontra cada vez mais competitivo e em constantes mudanças. O turismo rural se mostrou uma excelente alternativa para os produtores rurais do município de Brumadinho como atividade no aumento da receita financeira familiar.

Palavras-chave: Capacitação profissional, turismo rural, produto e serviço turístico, municípios de Brumadinho. [ID 238]

Behaviors and perceptions of tourists in the Algarve and their implications for tourism sustainability

João Albino **Silva**

Faculty of Economics, University of Algarve and CinTurs, jsilva@ualg.pt

Rui **Nunes**

Faculty of Economics, University of Algarve and CinTurs, rnunes@ualg.pt

Luís Nobre **Pereira**

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Jorge **Andraz**

Faculty of Economics, University of Algarve and CEFAGE, jandraz@ualg.pt

Ana Rita Manjua **Rijo**

University of Algarve, arrijo@ualg.pt

Joana Henriques **Ferreira**

University of Algarve, jhferreira@ualg.pt

The sustainability of tourist activities has been gaining importance, both in terms of the design and implementation of public policies, and in terms of academic research. The behavior of tourists is one of the determining factors of the level of sustainability of any tourist destination. By itself, such recognition justifies the effort to find more and better information on the preferences, perceptions and attitudes of tourist agents, particularly with regard to tourists. Conducting tourist surveys is one of the most common procedures aimed at identifying and measuring different modalities of tourist behavior. As part of the MONITUR Project, aimed at tourist activities in the Algarve region, a set of questionnaires is being carried out to tourists who visit the region in the periods that coincide with the 'high' and 'low' phases of the annual tourism cycle. The purpose of this communication is to present the foundations and expected results of the aforementioned questionnaires. Specifically, it is intended that the questionnaires allow: the reinforcement of the knowledge on the behavior of tourists; the application of a battery of sustainability indicators, with a special but not exclusive focus on the economic dimension of sustainability; support for the activity of local tourist agents, providing them with improved conditions for raising their respective levels of profitability.

Keywords: Tourist behavior, economic impact of tourism, sustainable tourism, Algarve. [ID 587]

Capital intelectual verde: Uma revisão sistemática

Lurdes Ribeiro **Silva**

CICF - School of Management, lsilva@ipca.pt

Vânia **Costa**

Instituto Politécnico do Cávado e do Ave, vcosta@ipca.pt

Loureiro **Paula**

Instituto Politécnico do Cávado e do Ave, ploureiro@ipca.pt

A falta de recursos naturais e os problemas ambientais que enfrentamos actualmente tem sido uma das preocupações na gestão das organizações. Este estudo tem como objetivo realizar uma análise bibliométrica dos estudos publicados sobre o capital intelectual verde. Os procedimentos de revisão sistemática seguiram o protocolo PRISMA, em que os prazos entre 2008 e Abril de 2022 foram respeitados. A investigação identificou o principal desafio encontrado por todos os investigadores no domínio do capital intelectual verde. Para realizar esta revisão, o estudo analisa publicações dos últimos 14 anos com as palavras-chave "capital intelectual verde" em títulos, palavras-chave, e resumos na WoS. Foram obtidos um total de 45 artigos e 11 foram excluídos, resultando num total de 34 artigos analisados. Os estudos analisados confirmam um impacto positivo da inclusão do capital intelectual verde nas práticas organizacionais. Estas, além de contribuírem para minimizar os impactos ambientais negativos das suas actividades, transmitem uma imagem ambientalmente responsável e promovem um aumento das suas vantagens competitivas. Os resultados do estudo têm implicações para uma maior consciência da importância das preocupações ambientais nas empresas, através da inovação em produtos, processos e procedimentos mais ecológicos.

Palavras-chave: Capital intelectual verde, inovação verde, sustentabilidade, vantagens competitivas verdes. [ID 379]

Custo-utilidade dos programas de gestão de cuidados dos doentes com insuficiência cardíaca – Uma Revisão sistemática

Patrícia Marlene **Silva**

ESS-IP.Porto - Escola Superior de Saúde, patriciasilva0791@gmail.com

Raul Ferrás **Pinto**

ESS-IP.Porto - Escola Superior de Saúde, raulpinto05@gmail.com

Iolanda **Castro**

ESS-IP.Porto - Escola Superior de Saúde, iolandavmcastro@gmail.com

Ekaterina **Enchikova**

Universidade do Porto, ekaterina@fpce.up.pt

Rui **Pimenta**

ESS-IP.Porto - Escola Superior de Saúde, ruiassuncaoimenta@gmail.com

Os programas multidisciplinares de gestão de cuidados em doentes com insuficiência cardíaca (IC) ao promoverem a prevenção dos internamentos e redução da mortalidade estão a contribuir para a sustentabilidade do Serviço Nacional de Saúde (SNS). Sistematizar a avaliação económica em termos de custo-utilidade de programas de gestão de cuidados em doentes com IC.

Revisão sistemática da literatura publicada nos últimos cinco anos, de programas de gestão de cuidados de IC versus tratamento convencional, com avaliação da "Quality Adjusted Life Years" (QALYs), utilizando o instrumento de medida EuroQol (EQ-5D).

Dos estudos seleccionados aferiu-se que o custo-utilidade foi significativo em quase todas as intervenções, à exceção de um estudo sobre telemonitorização, onde não se encontrou evidência. Apesar de se verificar o custo utilidade das diversas intervenções na gestão do doente com IC, para a sua implementação são necessários estudos mais robustos e com maior uniformização de critérios, sendo necessário investir em estudos na área da capacitação para o autocuidado e avaliar o impacto na qualidade de vida e nos custos com a saúde.

Palavras-chave: Insuficiência Cardíaca (IC), avaliação económica, custo-utilidade, QALYs, ICER. [ID 350]

Perfil de compras virtuais e reais com RPG durante a pandemia de COVID-19: uma análise com estudantes universitários de diferentes gerações

Rafael Antonio de Almeida **Silva**
Universidade Federal de Mato Grosso, rafael.antonio.almeida@hotmail.com

Yasmim Priscila Silva **Rosa**
Universidade Federal de Mato Grosso, yasmim210y@gmail.com

Gabrielly Gazolli Rosa **Dias**
Universidade Federal de Mato Grosso, gabriellyrosadias@gmail.com

Gabrielly Helena Maciel de **Moura**
Universidade Federal de Mato Grosso, gabrielly.maciel@outlook.com

Michelle Regina Santana **Dutra**
Universidade Federal de Minas Gerais, profa.michelledutra@gmail.com

Apesar de ser um setor criado em meados da década de 70, recentemente os jogos RPG (Role-playing game) passaram a ganhar popularidade através da exposição em cinemas, séries e serviços de stream, e por consequência a forma de consumir tais produtos também foi impactada, principalmente durante o período pandêmico. Dessa forma, o objetivo desse estudo foi entender dois pontos: o primeiro sendo como a Pandemia Covid-19 influenciou no consumo desse setor e o segundo ponto é como as diferenças geracionais afetam o mercado. Para isso foi feita uma pesquisa de campo descritiva com estudantes universitários usando o auxílio de entrevista semiestruturada. Como resultado da pesquisa, foi possível identificar que o tempo gasto entre os estudantes jogando aumentou durante a pandemia. Por fim nota-se através das entrevistas que apesar do tempo passado jogando ter aumentado o montante gasto por eles não aumentou como o esperado.

Palavras-chave: RPG, role-playing game, perfil de consumo, comportamento do consumidor. [ID 361]

O impacto das mudanças climáticas nas motivações do destino nas áreas protegidas no Noroeste de Portugal

Sara Gomes **Silva**
University of Minho, sara.catarina.g@gmail.com

Tiago **Marques**
University of Minho, tmarques.geo@gmail.com

Saulo **Folharini**
University of Minho, sfolharini@gmail.com

Jorge **Novais**
University of Minho, jorge.novais.98@gmail.com

António **Vieira**
University of Minho, vieira@geografia.uminho.pt

São várias as investigações que procuram estabelecer um quadro teórico de explicação das motivações e comportamentos que levam os indivíduos a realizar atividades de recreação ao ar livre. A motivação é apenas uma das muitas variáveis que podem contribuir para explicar o comportamento. No âmbito do projeto CLICTOUR – Turismo resiliente às alterações climáticas em áreas protegidas do Noroeste de Portugal, procuramos compreender quais os comportamentos e motivos que levam as pessoas a caminhar pela natureza. Para tal, recorreu-se à utilização de um inquérito por administração direta em formato online, através da plataforma Google Forms, e realizaram-se estudos de caso in situ. A amostragem de bola de neve foi utilizada com o objetivo de: i) contruir uma compreensão sobre o tema; ii) e ter um constructo adequado de métodos a serem aplicados com a finalidade de contribuir para a construção de um turismo baseado na natureza resiliente às mudanças climáticas. O estudo de caso permitiu-nos compreender a existência de uma tendência de procura de caminhada pela natureza associada a motivações dentro da hierarquia da realização pessoal (e.g., contacto com a natureza, contemplação da paisagem). Este tipo de procura está associado a paisagens apelativas e a experiências exploratórias e/ou de aventura em paisagens naturais com presença de elementos hidrográficos.

Keywords: Motivações de destino, mudanças climáticas, áreas protegidas. [ID 575]

How ethical leadership impacts affective well-being at work

Vítor Hugo **Silva**

ISCTE - Instituto Universitário de Lisboa, vitor_hugo_silva@iscte-iul.pt

Ana Patrícia **Duarte**

ISCTE - Instituto Universitário de Lisboa, patricia.duarte@iscte-iul.pt

Ethical leaders can positively impact followers' well-being at the workplace appreciably by defending them, protecting them from unfairness, and mobilizing the necessary job-related resources. Because these behaviors increase the degree to which leaders develop high-quality relationships with followers, leader-member exchange (LMX) has been proposed as a mediator between ethical leadership and several follower outcomes. The present study aims to test a conceptual model proposing that ethical leadership predicts followers' affective well-being through the mediating effect of LMX. The data were collected through an online survey. From the analysis of the responses of a sample of 130 employees, the results showed that ethical leadership predicts followers' affective well-being and that this effect is partially mediated by the increase of the quality of leader-follower relationships. The model explained 22% of the variance in job-related affective well-being. The present study contributes to the analysis of the role of ethical leadership in the promotion of positive workplaces, specifically, how the perception of leaders' ethical behaviors enhances employees' positive evaluations of relationships established with them, and, consequently, how these helps to improve affective well-being at work.

Keywords: Ethical leadership, affective well-being, leader-member exchange. [ID 223]

How has backpacking tourism permeated the experiences of backpackers? Perspectives, idiosyncrasies and trends in the literature

Ana Cristina **Silvério**

Instituto Politécnico de Bragança, ana.silverio@ipb.pt

Paula Odete **Fernandes**

Instituto Politécnico de Bragança, pof@ipb.pt

Currently, backpacking tourism exhibits considerable economic, cultural, social and environmental effects, offering numerous benefits for local communities in developing and developed countries. However, although interest in the topic has grown, it has been found that the literature is scattered. Thus, to fill the gap, this research aims to map the literature on how backpacking tourism has been discussed, especially backpackers' experiences, reviewing perspectives, idiosyncrasies and trends. For this purpose, a systematic literature review was combined with a bibliometric analysis, using two bibliometric techniques: bibliographic coupling and cluster analysis. The Web of Science database was used, and 50 documents were selected to help identify and classify theoretical perspectives, grouping them into 4 clusters: (1) impacts of backpacking tourism on the local community, (2) drivers of backpackers' emotional experiences, (3) factors that permeate backpackers' emotional experiences, and (4) backpackers' characteristics. This research can help tourism managers to outline strategies that should be adopted to capture the benefits associated with backpackers. The review allowed to highlight existing gaps in the literature and illuminate avenues for future research.

Keywords: Tourism, backpacking tourism, backpackers, emotional experiences, systematic literature review, bibliometric analysis. [ID 397]

Online holistic standardized recipe development with design science research

Daniela **Silvestre**

ESGHT, Universidade do Algarve, daniela.ap.silvestre@gmail.com

Manuel **Serra**

ESGHT, Universidade do Algarve, maserra@ualg.pt

Carlos M. **Afonso**

ESGHT, Universidade do Algarve, cafonso@ualg.pt

Ezquiel **Pinto**

ESS, Universidade do Algarve, epinto@ualg.pt

Carlos M. **Almeida**

ESGHT, Universidade do Algarve, cmalmeida@ualg.pt

The gastronomic and culinary tourism associated with healthy and sustainable nutrition, product standardization, cost control and recipe maximization, while maintaining service quality and client satisfaction, are questions that challenge food and beverage researchers and professionals. Considering that current standardized recipes may lack important information, which is useful for management and data processing, we conducted a research project with a Design Science Research approach, in two cycles, with the goal to develop an online holistic standardized recipe, which allows managing the information in terms of recipes, costs, allergens, sustainability, nutritional information and menu pricing strategies. According to this research method, the artifact was created after a literature review to set the design principles, and it was evaluated through an exploratory focus group and a field study. The primary outcome of this research was the online holistic standardized recipe. The artifact was considered relevant and useful by the stakeholders participating in the exploratory focus group and field study. Future studies should address the edible portion and the average weight of some recipe ingredients, in order to improve on the work thus far. This study provides new insights and practical guidelines for academics and professionals in the food and beverage industry.

Keywords: Online holistic standardized recipe, cost control sheet, sustainability, nutrition facts, allergens, menu pricing strategies, design science research. [ID 273]

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Predicting hotel bookings cancellation under pandemic times

Pedro **Silvestre**

NOVA IMS, pedrocruzsilv@gmail.com

Nuno **António**

NOVA IMS, nantonio@novaims.unl.pt

Like many other services industries, booking cancellations highly impact hotel management decisions, negatively contributing to accurate forecasts. Previous research showed it is possible to develop good performing predictive models with which hotels can make better decisions about which bookings to accept and reject, what prices to make, and how many rooms to oversell, leading to higher revenue and lowering costs. However, past research was not developed considering a pandemic where mass cancellations happen. Thus, it was not yet verified if performance is affected by those new circumstances. Using hotel booking data from four different hotels, this research assesses the machine learning classification models' performance under the conditions imposed by the COVID-19 pandemic, achieving fair to excellent performance. With training and validation data being the data before the start of the pandemic and test data after its start until October, 2021. City hotel C1 achieved 0.72 *AUC*, 0.80 *Accuracy* and 0.76 *F1-Score*, C2 achieved a 0.94 *AUC*, 0.93 *Accuracy* and 0.94 *F1-Score*. Resort hotel R1 achieved 0.72 *AUC*, 0.59 *Accuracy* and 0.69 *F1-Score*, and lastly, R2 achieved 0.70 *AUC*, 0.56 *Accuracy* and 0.64 *F1-Score*. These results were achieved for a test set that did not intersect the training set, using stratification for the split between training and validation set and tuning the models' hyperparameters to reduce overfitting. Besides the predictive performance, this study highlights the critical predictive features. The lead time was found to be the most important feature for three out of the four hotels.

Keywords: Data science, hospitality, machine learning, predictive modelling, COVID-19. [ID 339]

“Art infusion effect” nas artes de palco: colaboração entre as artes e as marcas através do patrocínio

Tatiana Simões

University of Algarve, tatiana.s.sim@gmail.com

Luís Pereira

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Manuela Guerreiro

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Apesar das vantagens identificadas nas colaborações entre o setor privado e o meio artístico, o estudo empírico dos efeitos do patrocínio às artes permanece necessário, especialmente no contexto português. Uma das áreas artísticas que urge beneficiar desta investigação são as artes de palco, cuja forte dependência de financiamento público gera maior vulnerabilidade a nível de sustentabilidade financeira. Por isso, este estudo propõe explorar os efeitos que as marcas podem esperar ao patrocinar e/ou apoiar as artes de palco, respondendo à necessidade de estudar as perceções e atitudes dos consumidores em relação ao patrocínio às artes e à cultura, utilizando e desenvolvendo o conceito de *art infusion effect*, alargado a este contexto. Utilizando uma abordagem metodológica quantitativa, foram recolhidos dados através de um inquérito por questionário, direcionado a espectadores das artes de palco, nomeadamente orquestras, companhias de teatro e de dança. Os principais resultados desta investigação revelaram que o *art infusion effect* está presente nas artes de palco, verificando-se um impacto positivo na perceção das marcas. Os respondentes veem este tipo de colaborações entre as marcas e as artes de palco como positivas, em linhas com resultados obtidos em estudos internacionais. Foram também empiricamente suportadas as hipóteses que relacionam este efeito com a notoriedade da marca, perceção do nível de adequação entre marca-arte, valor emocional, envolvimento com a marca e lealdade à marca.

Palavras-chave: *Art infusion Effect*, artes de palco, colaboração entre artes e marcas, patrocínio às artes. [ID 346]

The role of ICT in the relationship amongst satisfaction, revisit intention, and the offer in the context of theme parks, Spain

Konstantinos Solakis

Cyprus University of Technology, konstantinos.solakis@cut.ac.cy

Jesús Peña-Vinces

University of Seville, jesuspvinces@us.es

During 2020, the COVID-19 pandemic interrupted international tourism amongst countries. To avoid the virus spread, national authorities imposed restrictions on international mobility; consequently, holidaymakers were obliged to do national tourism. During this time, national tourism played a fundamental role in the economy. The theme parks and other national attractions (museums, cinemas, and others) were a refuge for domestic holidaymakers. As theme parks, they offer an experiential escape destination for many people with tremendous economic aspects around the world. Information and Communication Technology (ICT) advancements have disrupted the market, leading theme parks to adopt and apply ICT for management and marketing. However, research on whether ICT affects park offerings is limited. Thus, from a national tourism perspective, our research explores the role of ICT in the Park's offerings and key marketing traits such as customer satisfaction and revisit intentions. Furthermore, using a sample of 339 Spanish holidaymakers and a structural equation modelling, our results indicated that ICT affects park offerings and customer satisfaction while negatively affecting revisit intentions. Moreover, our results confirm previous studies that customer satisfaction affects revisit intentions.

Keywords: Theme Park, Information and communication technology, offer, Customer satisfaction, Re-visit intentions, Spain. [ID 526]

Análisis del sector de alquileres turísticos en Oporto y Sevilla: Determinantes de valoración

Miguel Ángel **Solano-Sánchez**
University of Granada, msolano@ugr.es

Salvador **Moral-Cuadra**
University of Granada, smoral@ugr.es

José Miguel **Valverde-Roda**
University of Cordoba, jvalverde@uco.es

Lucía **Castaño-Prieto**
University of Cordoba, lcastano@uco.es

El objetivo de este trabajo es realizar un estudio comparativo entre los determinantes de valoración de los alquileres turísticos de Oporto y Sevilla. Ambas ciudades destacan por un turismo de tipo cultural, con lugares Patrimonio de la Humanidad reconocidos por la UNESCO, en las que el sector de alquileres turísticos tiene una fuerte presencia. Para ello, se toman datos de este tipo de alojamiento a través de una plataforma online de tipo *peer-to-peer*. Con éstos, y mediante el programa SPSS se elabora una regresión lineal para cada ciudad, en la que son descartadas las variables no relevantes. Los parámetros obtenidos en cada una de las variables determinantes encontradas permiten cuantificar en cuanto influye cada una de éstas en el precio diario de la estancia. Los resultados obtenidos reflejan como los minutos andando al centro turístico de la ciudad, las plazas por las que se oferta la propiedad, los metros cuadrados de la estancia y el atractivo visual configuran en buena medida el precio de la estancia. Mención especial merece el momento en que es tomado el precio. Así, la diferencia entre temporada alta y baja, y los periodos festivos de mayor afluencia turística (como la Semana Santa y la Feria de Abril en Sevilla, y San Juan en Oporto) también se muestran como fuertes condicionantes en el precio diario de la estancia. La aportación práctica de este estudio consiste en la posibilidad de una estimación ajustada del precio de la estancia en ambas ciudades bajo unas condiciones predeterminadas.

Palabras clave: Sevilla, Oporto, alquileres turísticos, alojamientos, precio. [ID 59]

Peer-to-peer accommodation websites comparison: an interface analysis

Miguel Ángel **Solano-Sánchez**
University of Granada, msolano@ugr.es

Lucía **García-García**
University of Cordoba, z12gagal@uco.es

Minerva **Aguilar-Rivero**
University of Cordoba, u52agrim@uco.es

José Enrique **Ramos-Ruíz**
University of Cordoba, d22raruj@uco.es

The massive use of the internet since the beginning of the 21st century has allowed peer-to-peer tourist accommodation web platforms to bring together potential clients and owners of new types of accommodation characterised as private properties offered for temporary transfer and tourist use. All this reveals an interest in researching this new phenomenon, especially in the widespread use of these platforms, their importance classification, or their ease of use. Therefore, this work aims to determine which are the most relevant web platforms to later make a comparison of their interfaces, and the information they make available to the potential client. To do this, first, the most relevant sites are determined, using criteria such as the number of accommodations available on a certain date and the search trends of these websites through Google Trends over the last five years. Second, the different interfaces are examined, qualifying their functionality, speed and design. The results show the predominance of Booking.com, Airbnb and Tripadvisor. It is detected how in recent years Airbnb has been overtaking Tripadvisor in popularity. Although Airbnb personifies the holiday rentals phenomenon, Tripadvisor is more used for the recommendation of places to visit such as monuments and restaurants. Booking.com presents more abundant content displaying, providing information such as the square meters of the accommodation or its exact address, data that Airbnb and Tripadvisor lack.

Keywords: Peer-to-peer accommodation, Website, interface, Airbnb, Booking, Tripadvisor. [ID 60]

La innovación en el desempeño empresarial de las PYMES turísticas andaluzas

Mariano Soler-Porta

University of Málaga, mariano.soler@uma.es

Antonio Padilla-Meléndez

Universidad de Málaga, apm@uma.es

Beatriz Rodríguez-Díaz

Universidad de Málaga, brodriguez@uma.es

Ante la situación actual en el contexto del COVID-19, se pone de manifiesto la dureza con la que una crisis puede golpear a las empresas y a la economía de un país. La innovación es considerada como un elemento clave para la supervivencia de las empresas ante una crisis económica. Podemos analizar el efecto de la innovación en el desempeño empresarial y en la capacidad de las empresas para superar la crisis económica post-COVID19. En el contexto andaluz destaca especialmente el impacto que ha tenido esta crisis en el sector turístico: hostelería, alojamiento, y resto de establecimientos orientados a la actividad turística.

El objetivo principal de este trabajo es analizar el papel de la innovación como factor determinante de un mejor desempeño empresarial en el actual contexto COVID-19, analizando además los rasgos diferenciales que pueden tener las empresas familiares y predicciones basadas en crisis anteriores.

Para ello se hace uso, por un lado, de bases de datos disponibles y por otro de encuestas y entrevistas de elaboración propia. Se recoge información sobre diferentes indicadores de desempeño empresarial. Se aplican dos enfoques metodológicos: métodos multicriterio y estimación de modelos mediante el análisis de regresión econométrico (con especial uso de modelos de regresión logística y probabilística, logit-probit).

Este trabajo dota a las empresas y a las instituciones de herramientas que permiten diseñar estrategias y políticas de innovación que mejoran de forma significativa el desempeño empresarial de este tipo de empresas y así actuar del mejor modo ante otra posible crisis.

Palabras: Innovación, turismo, empresa, COVID, crisis. [ID 157]

A Business model framework for nature tourism entrepreneurship

Flemming Sørensen

Department of Social Science and Business - Roskilde University, flemmiso@ruc.dk

Jens Friis Jensen

Department of Social Science and Business - Roskilde University, jensfj@ruc.dk

Thomas Skou Grindsted

Department of People and Technology - Roskilde University, tskoug@ruc.dk

This paper suggests a nature tourism business model framework that takes the particularities of small nature tourism entrepreneurs into consideration. The framework is developed based on literature on nature tourism entrepreneurship assisted by perspectives from service dominant logic and value co-creation theory. The value of the framework is exemplified in a case analysis of small-scale nature tourism entrepreneurs. It is demonstrated how the framework can be applied to identify potentials and limitations of nature tourism business models by pointing out 'critical configuration factors', i.e. identifiable factors in business models that makes a difference between success and failure. While the framework focuses on nature tourism entrepreneurs, it will also be of relevance for value-based entrepreneurs in other service and experience sectors.

Keywords: Nature tourism, entrepreneurship, business models, critical configuration factors. [ID 507]

Competências para a gestão de trabalhadores remotos

Ana Filipar Sousa
ISCAP, anafsousa97@gmail.com

Dora Martins
University of Aveiro and ISCAP, doramartins@iscap.ipp.pt

A 4ª Revolução Industrial gerou um contexto de mudança onde tanto a adaptação como a aprendizagem se tornaram fundamentais para as organizações e para as pessoas. Essas mudanças no trabalho e no emprego bem como o desenvolvimento das tecnologias de informação e comunicação tornaram possível trabalhar em qualquer lugar e a qualquer hora. Esta investigação tem como objetivo principal explorar as competências essenciais aos gestores de recursos humanos no contexto de trabalho remoto. Foi utilizada uma metodologia de caráter quantitativo, utilizando como técnica de recolha de informação o inquérito por questionário. Os resultados mostram que a decisão de trabalho remoto foi, maioritariamente, involuntária sendo que os maiores desafios estão ligados com as dificuldades de acompanhamento, comunicação, coordenação do trabalho em equipa, gestão do tempo e gestão de emoções. Como competências necessárias a uma boa gestão de trabalhadores em trabalho remoto, identificam a comunicação, o planeamento e organização, a liderança, a capacidade de adaptação, as competências digitais e a colaboração. Os inquiridos reconhecem que precisavam de desenvolver competências de gestão de expectativas, saber delegar, comunicação, contacto social, supervisão e utilização de softwares. Como principais contributos, esta investigação sugere que os profissionais de gestão de recursos humanos estão apenas parcialmente capacitados para gerir trabalhadores remotos, dando pistas de investigação futura para explorar a eficácia de modelos de trabalho remoto e compreender quais as competências necessárias para implementar eficazmente formas de organização do trabalho flexíveis.

Palavras-chave: Trabalho remoto, gestão de recursos humanos, Pandemia Covid-19, Competências socio-emocionais. [ID 311]

Supplier learning from knowledge transfer socialization: a study of comparative cases in the automotive industry in Brazil and Germany

Paulo Renato de Sousa
Fundação Dom Cabral, paulorenato@fdc.org.br

José Márcio de Castro
PUC Minas, josemarcio@pucminas.br

This article describes and compares a supplier's learning process from the knowledge transfer of a truck manufacturer in Brazil and Germany. The study was based on a theoretical model available in the literature. The methodology used was an in-depth qualitative study conducted with thirty executives in Brazil and Germany. Results suggest that formal socialization, integration, and responsiveness influence knowledge transfer and learning between an automaker and suppliers. The automaker discourages informal socialization due to compliance rules by which it must abide and the need to control production to produce quality products. The process not only establishes routines between the parties but also ensures the strengthening of the partnership between them to solve productive challenges. The analyses showed that there is a process of knowledge transfer and learning already consolidated between automaker and suppliers, and that it is long-standing. These results have relevant theoretical and empirical implications. From a theoretical perspective, the results allow us to improve our understanding of the role of knowledge transfer in the learning of the receiver, especially when the relationships between clients and suppliers is considered. In addition, the results contribute to solidifying the role of the socialization in the learning processes from the knowledge transfer. From the empirical point of view, the results demonstrate the importance of organizations developing models of knowledge transfer and of more robust learning.

Keywords: Learning, formal socialization, informal socialization, integration process, responsiveness. [ID 50]

Na (Re)construção de Distrito de Bento Rodrigues (MG), a Influência dos elementos ambientais no modelo de governança corporativa e na gestão de riscos da Fundação Renova

Simone Ribeiro Furbino e **Souza**
Universidade FUMEC, simonefurbino@yahoo.com.br

Henrique Cordeiro **Martins**
Universidade FUMEC, hcm1512@hotmail.com

A estratégia de implementar um ambiente de controle na Fundação Renova desdobrou-se da sua gênese. A instituição é uma solução inédita no país e no mundo, pensada no âmbito de uma ação judicial, com o objetivo exclusivo de gerir e executar medidas de recuperação decorrentes do rompimento da barragem do Fundão, distrito de Bento Rodrigues, em Mariana – MG, em novembro de 2015. Neste sentido, o objetivo deste trabalho foi analisar a influência das variáveis ambientais cultura organizacional, maturidade estratégica e rede de stakeholders no modelo de governança corporativa e na consequente prática de gestão de riscos na Fundação Renova. Foi utilizado um questionário com profissionais representantes das gerências. A análise dos dados foi feita por meio da modelagem de equações estruturais. As conclusões reforçam a influência da formação da cultura e da rede de stakeholders sobre o modelo de governança e sua respectiva prática de gestão de riscos, rejeitando a relação da variável maturidade estratégica como fator de influência. Embora haja vários estudos sobre as variáveis que compõem os construtos dessa pesquisa, o cenário complexo em que o estudo foi realizado, pretendeu-se trazer à tona a prática de gestão de riscos no ambiente turbulento em que a instituição está inserida.

Keywords: Governança corporativa, gestão de riscos, cultura, estratégia, stakeholders. [ID 166]

Sustainability as a dynamic capability: a proposal for integrating SDGs in the organisations

Adriana Roseli Wunsch **Takahashi**
Universidade Federal do Paraná e Universidade de São Paulo, adrianarwt@gmail.com

Flavio Hourneaux **Júnior**
Universidade de São Paulo, flaviohjr@usp.br

Since 2015, the UN has demanded its member countries a strong commitment to achieving the 17 Sustainable Development Goals (SDGs) by the year 2030. Considering the SDGs is already a part of the business community (Scheyvens, Banks & Hughes, 2016; Rosati & Faria, 2019), the relationship between organisational sustainability and the SDGs with the organisation's strategic management is – or should be – explicit, as well as with the implementation of actions provided for in sustainable strategic management (Engert & Baumgartner, 2016).

One particular aspect of strategic management has received increasing attention in the literature: the Dynamic Capabilities (DCs) (Takahashi, Rosa and Bulgacov, 2019), as they are categories that involve strategic aspects of the organisation with significant economic and social impact for all stakeholders. Nevertheless, according to Amui et al. (2017), the organisational capacity to make sustainability more dynamic and integrated into strategies still needs to be studied and there is a gap between innovative practices, capabilities, and strategies.

To advance this discussion, we explore the relationships between the two categories and performance and, thus, advance in the proposition of a guiding framework for future studies where sustainability is a DC and promotes results for the organisation and impacts for society, especially about the SDGs. Thus, it is necessary to discuss how endogenous and exogenous drivers (Schrettle *et al.*, 2014) influence dynamic capabilities towards sustainability, especially considering the UN – Sustainable Development Goals (SDGs).

Keywords: Sustainability, dynamic capabilities, SDGs. [ID 174]

Governança de turismo em Balneário Camboriú, Brasil: estudo dos atores, agendas e resultados

Bruna Teixeira

Universidade Federal de Santa Catarina, brunatteixeira@gmail.com

Danilo Melo

Universidade do Estado de Santa Catarina, danilo.melo@udesc.br

Hans Michael Van Bellen

Universidade Federal de Santa Catarina, hans.michael@ufsc.br

Este artigo tem como objetivo analisar a governança de turismo da cidade de Balneário Camboriú – Brasil, apresentando processos e instrumentos com foco no debate de como articulam-se para o turismo sustentável. Por meio de uma pesquisa predominantemente qualitativa, com coleta de dados secundários e entrevista, foram analisados os atores, as agendas e os resultados da governança. Os resultados apontam que a cidade apresenta como instrumentos os conselhos, planos e instâncias formalizados, além da realização de audiências públicas, elementos importantes para uma gestão participativa. No entanto, quando analisadas as nuances e o funcionamento dos espaços à luz da literatura verificam-se desafios quanto à pluralização de atores e da agenda e à participação ativa de residentes. Sobre o turismo sustentável identificou-se que o tema está presente na agenda, mas é pouco discutido nos espaços de governança. Como contribuição teórica este estudo apresenta uma síntese sobre o tema. A metodologia proposta pode ser útil para replicação em outros destinos. Quanto à contribuição prática, levantou-se pontos de melhoria e atenção para o caso estudado, que poderá ser analisado e considerado por outras localidades.

Palavras-chave: Governança de turismo, turismo sustentável, turismo de sol e praia, destino turístico. [ID 399]

Empresarialidad sostenible y resiliencia como factores de recuperación de una crisis económica

Ricardo Teruel-Sanchez

Centro Universitario de la Defensa San Javier, rittersan@yahoo.es

Antonio Juan Briones-Peñalver

Universidad Politécnica de Cartagena, aj.briones@upct.es

Juan Andres Bernal-Conesa

Centro Universitario de la Defensa San Javier, carmen.denieves@upct.es

Carmen de Nieves-Nieto

Centro Universitario de la Defensa San Javier, jandres.bernal@ud.upct.es

La crisis sanitaria provocada por el COVID19 y la invasión de Ucrania están dando lugar a una recesión económica sin parangón. Esta situación está movilizando a gobiernos, empresas y sociedad a tomar medidas que disminuyan su impacto. El motor para una recuperación económica sostenible, resiliente e inclusiva pasa por un emprendimiento en el que las nuevas empresas asimilen conceptos como desarrollo sostenible, gestión sostenible de recursos y responsabilidad social para lograr una gestión sostenible global. Este artículo propone la empresarialidad como respuesta sostenible y resiliente ante la crisis actual. Para ello, se analizan factores que inciden en la empresarialidad, claves para un desarrollo sostenible, entre ellos: educación, formación empresarial y entorno institucional. De este modo, se propone un modelo de ecuaciones estructurales que investiga la relación conceptual y la vinculación entre variables. Extrayéndose que: una adecuada educación y formación del empresario son factores determinantes en la autoconfianza y el emprendimiento resiliente y sostenible, aumentándose así la probabilidad de supervivencia empresarial. Los resultados señalan una influencia positiva de la formación y la capacidad empresarial, mientras que manifiesta cierta incertidumbre y desmotivación del empresario ante el sector público, por la falta de concreción de las ayudas prometidas. Por tanto, se puede afirmar que a mayor formación del empresario, la relación entre capacidad empresarial y emprendimiento sostenible y resiliente es mayor.

Keywords: Entrepreneurship, resilience, economic crisis, sustainable, education, formation. [ID 241]

The influential factors of customer relationships in hotel industry: an empirical evidence from Bangladesh

Shakhaout Hoshan **Tohin**

Goldsands Hotels & Resorts, shakhaout.tohin@gmail.com

Customer relationship management has a huge impact on many different company sectors, such as the hotel industry, customer happiness, and the providing of a solution to a great deal of other challenges that are encountered in the business sector. CRM and hospitality are connected in the sense that CRM develops a platform that calls for the improvement of various qualities of employees so that they can serve their customers with diligence and a good attitude. This is the connection that exists between CRM and hospitality. In the context of the hotel sector in Bangladesh, the purpose of this study was to analyze the elements that effect customer interactions. This study utilized a descriptive research design for its methodology. In this study, a procedure known as purposive sampling was applied. Both primary and secondary sources of information were utilized. Using a Likert scale with five points, primary data were gathered from 205 residents of Bangladesh who have previously been in hotels through the use of a structured questionnaire and the collection method of surveying. The data were analyzed using the version 25.0 of the SPSS software. In the context of Bangladesh, regression analysis revealed that factors such as service quality, hygiene and cleanliness, and physical environment all have a significant and favorable impact on customer relationships. It is advised in this study that influential elements be supported in establishing and maintaining relationships with customers in the hotel business in developing countries like Bangladesh.

Keywords: Customer relationships, hotel industry, factors, Bangladesh. [ID 281]

Emerging Branding Trends in the Post-COVID World

Clarisse de Aguiar **Toniatti**

Universidade do Algarve, clatoniatti@gmail.com

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Luís Nobre **Pereira**

ESGHT, University of Algarve and CinTurs, Imper@ualg.pt

Carla **Viana**

Instituto Politécnico de Setúbal e Instituto Politécnico da Lusofonia, produtividadeequalalucro@gmail.com

Innovative branding approaches are emerging since fundamentals of brand management are being called into question. This scenario has been enhanced by COVID-19, which has brought profound impacts from which a different world will emerge. Building on this, the purpose of this study is twofold. First, to explore how the COVID-19 pandemic is influencing new trends in brand management. Second, to identify the trends that may consolidate in the post-COVID scenario. A qualitative and exploratory approach was adopted through the Delphi Method. An information-gathering process was undertaken by a panel of 45 marketing professionals from Portugal and Brazil. Informed by the Brand Work Manifesto principles, the most relevant trends to consolidate in the post-pandemic world were addressed and findings highlight four of them: Open, new ways for the brand to generate value through an open and deeper relationship with stakeholders in the ecosystem; Agile, growing relevance of agile and flexible brand management; Digital, how digital revolution is transforming brand management; and Authentic, growing importance of brand purpose to generate true value.

Keywords: COVID-19, brand management, branding, marketing. [ID 509]

Competências Gerenciais reais *versus* ideais: um estudo comparativo entre gerentes e não gerentes do setor público mineiro

Thaís Pinto da Rocha **Torres**

Universidade Federal de Minas Gerais, thaisrtorres@hotmail.com

Michelle Regina Santana **Dutra**

Universidade Federal de Minas Gerais, profa.michelledutra@gmail.com

Juliana Estácio **Rios**

Universidade Federal de Minas Gerais, juliana.rios@usp.br

Amélie Gabrielly Viana da **Silva**

Universidade Federal de Minas Gerais, amelie.ufmt@gmail.com

Kely César Martins de **Paiva**

Universidade Federal de Minas Gerais, kelypaiva@face.ufmg.br

Este estudo buscou analisar como se apresentam configuradas as competências gerenciais reais e ideais na percepção de gerentes e não gerentes de uma secretaria municipal de Belo Horizonte (MG), a partir do modelo de Quinn et al. (2003). Para o seu desenvolvimento contou-se com a coleta de 56 questionários (20 gerentes; 36 não gerentes) que foram submetidos à análise estatística univariada. Os resultados demonstram que, curiosamente, tanto os gerentes como os não gerentes reconhecem que a atuação gerencial no setor público se caracteriza pelo modelo do “Mestre”, contemplando a espera e a execução de uma combinação entre os oito papéis de liderança gerencial e suas respectivas competências, reforçando uma cobrança interna e externa pelo alcance de um reconhecimento que diferencie cada um dos comportamentos gerenciais. Como contribuição a presente pesquisa amplia as discussões sobre as competências gerenciais no setor público, sendo esta realidade mais complexa, uma vez que há rotatividade em cargos de gerência no setor público, por alterações de governo que geram mudanças inesperadas pelos gestores.

Palavras-chave: Competências gerenciais, setor público, gerentes. [ID 363]

Efectos de la información producto-proceso en la valoración de las catas en turismo gastronómico

Francisco José **Torres-Ruiz**

University of Jaén, ftorres@ujaen.es

Francisco José **Torres Peña**

University of Jaén, ftp00005@red.ujaen.es

Manuel **Parras Rosa**

University of Jaén, mparras@ujaen.es

Raquel **Barreda Tarrazona**

University of Jaén, rbarreda@ujaen.es

El crecimiento del turismo gastronómico y los procesos de cata hedónica se han erigido en una importante fuente de ingresos para empresas y zonas rurales y, paralelamente, una importante forma de poner en valor a los productos alimentarios y todo su universo hedónico, experiencial, social y cultural. Durante los procesos de cata los consumidores reciben información variada sobre la historia, tipos de productos, calidades, producción, consumo, etc., que intentan conseguir que los clientes vivan una experiencia inolvidable. En este contexto la gestión de la información es crucial, pues de ella depende la credibilidad que los turistas otorgan al proceso. Así, la literatura sobre persuasión muestra la posibilidad de reactancia, en el sentido de que la información puede lograr el efecto contrario al perseguido. En un experimento de cata realizado a más de 400 consumidores se han manipulado variables relacionadas con la información sobre el producto y el proceso, además de algunas mediciones relacionadas con el perfil psicográfico del consumidor. Los resultados generales muestran la existencia de un efecto negativo sobre las valoraciones del producto en los tratamientos donde se ofrece más información, que podría interpretarse como resistencia del consumidor ante la percepción de intentos de persuasión o intereses comerciales.

Keywords: Turismo gastronómico, procesos de cata, consumo hedónico, artificialidad, información. [ID 165]

O controlo de gestão nas micro e PME do Distrito de Portalegre

Adelino Leitão Trindade

Instituto Politécnico de Portalegre, a.trindade@sapo.pt

Nicolau Miguel Almeida

Instituto Politécnico de Portalegre, nicolau@ipportalegre.pt

O controlo de gestão é uma área do conhecimento que conjuga múltiplas perspetivas e domínios científicos, o que requer rigor na preparação da informação para a gestão que suporta as decisões a tomar de acordo com o planeamento. A partir da revisão da literatura, são definidos os objetivos de verificar se o controlo de gestão é ou não adotado, identificar as perspetivas do controlo de gestão, identificar os instrumentos do controlo de gestão mais utilizados, verificar as dificuldades na adoção do controlo de gestão, identificar os aspetos estratégicos da adoção do controlo de gestão e caracterizar a formação dos gestores face à adoção ou não do controlo de gestão. A metodologia é coerente com os objetivos, sendo a unidade de análise as micro e pequenas e médias empresas do distrito de Portalegre. Os resultados obtidos são a expressão dos objetivos atingidos, permitindo concluir que mais de metade das empresas inquiridas adota o controlo de gestão, os gestores atribuem um grau elevado de importância às perspetivas financeira e não financeiras, os instrumentos mais utilizados pelas referidas empresas são ponto de equilíbrio, o sistema informático de gestão, EVA e ABC, que os gastos associados com a decisão de adotar o controlo de gestão são o fator que mais pode afastar os gestores dessa decisão, incluindo os custos da tecnologia, os aspetos internos da estratégia apresenta maior relevância para a gestão face aos aspetos internos e que a formação do gestor tem influência na adoção ou não do controlo de gestão.

Palavras-chave: Controlo de gestão, micro e PME, Distrito de Portalegre, instrumento do controlo de gestão. [ID 577]

Sistemas dinámicos para la gestión de puertos de cruceros

Lucía Valcarce-Ruiz

Universidad de Málaga, lucia.valcarce@uma.es

Ana María Rosales Pérez

Universidad de Málaga, anamrp@uma.es

Macarena Torroba Díaz

Universidad de Málaga, mtorroba@uma.es

Germán Ayala Jiménez

Universidad de Málaga, germanayala@uma.es

Vanessa Delclós

Universidad de Málaga, vdclclos@uma.es

El turismo de cruceros representa un segmento importante del mercado turístico actual, con una actividad económica en crecimiento valorada en más de 150 mil millones de dólares en todo el mundo. Por su parte, los puertos de cruceros juegan un papel esencial en la economía de los destinos turísticos costeros porque reciben ingresos de los pasajeros y de las líneas de cruceros. No obstante, y a pesar de la importancia los puertos de cruceros dentro de la industria del turismo, son pocos los trabajos que han abordado el estudio de dichos puertos desde una perspectiva global, pues la mayoría de los estudios previos han focalizado en aspectos tales como la percepción y satisfacción de los cruceristas y residentes. El presente estudio propone una modelización mediante Sistemas Dinámicos (SD) que permite la gestión portuaria global a través de las variables con mayor impacto en el flujo de pasajeros. Además, el modelo establece las interrelaciones existentes entre las variables y permite simular el comportamiento del sistema en diferentes escenarios futuros. A tal fin, se han utilizado datos primarios provenientes de una encuesta realizada a pasajeros de cruceros que visitaron la ciudad de Málaga durante los años 2015-2019, y datos secundarios de fuentes institucionales. Los resultados indican que el flujo de pasajeros de cruceros está condicionado tanto por los efectos del COVID-19 como por los entornos turístico y macroeconómico.

Palabras clave: Sistemas dinámicos, gestión puertos de cruceros. [ID 306]

Análise da urbanização turística no destino Vale dos Vinhedos, Brasil

Vander Valduga

Federal University of Paraná, vandervalduga@gmail.com

Sarah Marroni Minasi

Federal University of Paraná, sarahminasi@gmail.com

O estudo analisou o processo de urbanização turística do Vale dos Vinhedos, principal destino de enoturismo do Brasil. A região passou por um processo acelerado de urbanização nos últimos 20 anos, seja de empreendimentos turísticos, seja imobiliários. Como metodologia, o estudo é qualitativo-quantitativo, com pesquisa bibliográfica, documental e observação não participante sistemática. Foram elaborados três mapas a partir da classificação supervisionada, um do ano de 2011, outro de 2011 e o terceiro de 2020, dando origem a uma análise espacial do uso e cobertura do solo em todos os municípios envolvidos. Os mapas fizeram uso de densidade Kernel para os pontos identificados como infraestrutura turística e a interpretação foi feita com base nas categorias da urbanização turística, com a discussão das informações coletadas, buscando correlações entre os dados e a literatura. Para cada imagem de satélite foram gerados polígonos de treinamento identificando as 4 classes de interesse: a primeira classe foi definida como área construída (AC); a segunda classe foi identificada como vegetação modificada (VM); a terceira como vegetação natural (VN); e, por fim, a quarta classe foi definida como corpos d'água (CA). As imagens de satélite permitiram apontar a urbanização do Vale dos Vinhedos de maneira descentralizada, afetando zonas de produção e vegetação nativa. Os mapas auxiliaram, ainda, pesquisadores e associações locais a barrarem o avanço de projetos que não dialogavam com as vocações rurais e turísticas do destino, evidenciando que ações conjuntas entre a academia e sociedade podem ser feitas para mitigar ações negativas nos destinos turísticos.

Palabras clave: Wine tourism, tourism urbanization, tourist destination, Vale dos Vinhedos, Brazil. [ID 457]

Efectos de la pandemia COVID-19 sobre la resiliencia financiera empresarial: Evidencia del sector hotelero europeo

Laura Valdunciel-Bustos

Universidad de León, lvalb@unileon.es

Paula Castro Castro

Universidad de León, paulacastro@unileon.es

María T. Tascón Fernández

Universidad de León, m.tascon@unileon.es

Las medidas adoptadas frente a la pandemia causada por la COVID-19, han supuesto numerosas y graves consecuencias para toda la economía mundial, y concretamente para las empresas del sector turístico, siendo uno de los más perjudicados. En la Unión Europea, el turismo y los viajes contribuyeron al PIB en un 3,9% y al total empleo un 5,1% en 2018, aunque la contribución ascendería al 10,3% del PIB y al 11,7% del empleo si consideramos otros sectores estrechamente relacionados. En marzo de 2020, cerca de la mitad de los países cerraron sus fronteras y por consiguiente se suspendió toda la actividad aérea y hotelera en todo el mundo, reduciendo el negocio turístico europeo más del 50. De forma más específica, en España el turismo y los viajes pasaron de una contribución al PIB del 14,1% en 2019 al 5,9% en 2020. El principal desafío de la industria del turismo europeo es salir de la crisis, y conservar la posición competitiva de Europa (como destino turístico número uno mundial). Estudios recientes han planteado que las características de las empresas y su situación financiera antes de la llegada de la pandemia podrían condicionar su salida de esta crisis. En este contexto el objetivo principal de este trabajo es estimar qué empresas han tenido y tendrán más posibilidades de supervivencia después de esta crisis y estudiar aquellos factores financieros determinantes que han contribuido a esta supervivencia. Para ello, este trabajo analiza una muestra de empresas grandes del sector hotelero que operan en Europa durante 10 años, observando el comportamiento financiero de estas durante 8 años antes de la Covid-19, el impacto en los estados financieros durante el año 2020 y cómo han afrontado el año 2021, en el que hubo una recuperación notable del sector. Utilizando la metodología datos de panel, y concretamente el Método de los Momentos Generalizado (GMM) para reducir la endogeneidad y considerar el dinamismo de este estudio, observaremos si variables clave como la rentabilidad pasada o la estructura financiera de la empresa pueden aportar resiliencia a la empresa y contribuyen a su supervivencia a esta crisis sin precedentes.

Palabras clave: Efectos pandemia, resiliencia financiera empresarial, sector hotelero europeo. [ID 148]

Representation of commensality in food films

Natália Valle

Federal University of Paraná, valle.mnatalia@gmail.com

Vander Valduga

Federal University of Paraná, vandervalduga@gmail.com

Food is a complex symbolic system of sociocultural meanings. It interweaves eating behaviors, social interaction, and ritualizations. The arts often represent food, and in cinema, food films essentially deliberate it, with audiovisual productions making food the foundation of its narratives. Therefore, this study characterized representations of food through the lens of commensality in food films, from a qualitative perspective and through film content analysis. It analyzed four films in their entirety: 1) 100 Steps from a Dream (2014); 2) Eat, Pray, Love (2003) The Trial of Paris (2009) and 4) Sideways (2005). Additionally, it adopted three categories for analysis: sociability, symbolic value, and feelings and meanings. The main results indicated that for the "sociability" category, scenes demonstrate the act of welcoming people in, family or friends gathering around the table and sharing, as well as socialization and wine rituals. The "symbolic value" category analyzed the symbolic value of food and the symbolic bond of the group meal, resulting in findings on the relationship of food with identity, social, hierarchical, and political concepts. As for the category "Feelings and Senses", scenes evidenced that the feelings and senses of the characters are touched upon, and food sharpens memories and satisfaction, and eternalizes joys. The categories, created based on the literature, provided the opportunity to characterize the food scenes in food films and allowed the theoretical and practical interconnection between commensality and films.

Keywords: Commensality, cinema, food films. [ID 125]

A Systematic Literature Review on Literary Tourism Practices

Natália Valle

Federal University of Paraná, valle.mnatalia@gmail.com

Marcelo Chemin

Federal University of Paraná, marcelochemin@uol.com.br

Vander Valduga

Federal University of Paraná, vandervalduga@gmail.com

Literary tourism is characterized by travel motivated by literature, grounded in the visit to literary places that refer to the life and work of writers. This study aims to analyze in the scientific production, under the criteria of a systematic literature review protocol, the literary tourism practices, that is, the cases and projects effectively instituted. The work is structured according to the guidelines of the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA), a set of items for reporting in systematic reviews. Searches were performed in Scielo, Scopus, and Web of Science databases, using the search string literary tourism. The search stage retrieved 252 documents for the selection process. Duplicate documents were excluded and, after reading the titles, abstracts, and keywords and applying the inclusion, exclusion, and quality criteria, the corpus of analysis consolidated 33 articles, which were then read in full. The literary tourism practices are mostly associated with visits to writers' houses or house museums, to places referred to as settings or places that inspired books. As for the geographical context, articles that portray literary practices in China stand out, for presenting literary cases effectively instituted and linked to Chinese culture and poetic art. In sum, this systematic literature review allowed us to understand that literary tourism practices are connected to the life and work of writers in different cultural and geographical contexts.

Keywords: Literary Tourism; Literary Tourism Practices; Literary Places; PRISMA; Systematic Literature Review. [ID 122]

Turismo patrimonial en la ciudad de Granada (España)

José Valverde-Roda

University of Córdoba, jvalverde@uco.es

Lucía Castaño-Prieto

University of Córdoba, lcastano@uco.es

José Enrique Ramos-Ruíz

University of Cordoba, d22raruj@uco.es

Ramón Rueda-López

University of León, ramon.rueda@unileon.es

El turismo relacionado con la cultura y la herencia patrimonial cuenta con una gran atracción en la mayoría de países. La ciudad de Granada cuenta con la particularidad de ostentar dos inscripciones Patrimonio Mundial de la Humanidad. En esta línea, el principal cometido de este estudio se focaliza en conocer las características del perfil de los visitantes de la capital granadina, así como del estudio de las variables que condicionan su comportamiento. Para ello se entrevistó a una muestra de visitantes mientras hacían turismo en la ciudad, obteniendo un total de 1.612 encuestas. Para la gestión y estudio de los datos se optó por el uso de SPSS en su versión 24. La segmentación llevada a cabo en base a las motivaciones culturales de los turistas y su percepción emocional, dio como resultado la identificación de tres grupos de visitantes: alternativo, cultural y patrimonial. Dentro de los principales resultados obtenidos, destacan el mayor gasto realizado en la ciudad por aquellos visitantes que muestran una mayor motivación por la cultura. Además, estos son los que acaban declarando un mayor nivel de satisfacción siendo también los más leales al destino. Por tanto, de estos resultados se desprende una clara recomendación hacia los responsables de la gestión turística en la capital de Granada. Dicha recomendación se fundamenta en centrar los recursos en la promoción y mejora de la transmisión y comprensión de la herencia cultural de la ciudad, incrementando su conexión con sus visitantes.

Palabras clave: World Heritage Site, cultural heritage, motivation, satisfaction, segmentation. [ID 97]

O saneamento básico, questões sociais e econômicas no Brasil e a Teoria dos Vazios Institucionais

Ieda Maria Pereira Vasconcelos

Universidade FUMEC, iedamariap@gmail.com

Cristiana Fernandes de Muylder

Universidade Federal de Uberlândia, crismuylder@hotmail.com

O papel e importância das instituições para a sociedade foram alvo de diversos estudos. Os vazios institucionais refletem deficiências de instituições formais e estudos anteriores as relacionam com governo ou instituições de leis e normas. Água potável, saneamento básico e higiene são itens essenciais para o bem-estar e relacionados à sobrevivência e indicadores de dignidade humana. A deficiência no fornecimento desses serviços debilita os sistemas de saúde, coloca em risco a segurança sanitária e sobrecarregam as economias. Considerando a legislação atual, busca-se refletir sobre vazios institucionais representado pela carência de saneamento básico e água tratada que ocorre em diversas regiões do Brasil. Estas deficiências intensificam desigualdades sociais e confirmam as lacunas existentes. Entende-se que esta discussão se instiga críticas e ações estratégicas com ênfase nas políticas públicas, com ênfase no investimento em ações da construção civil gerando novas frentes de investimento público e/ou privado que podem gerar benefícios sociais e econômicos.

Palavras-chave: Vazios institucionais, saneamento básico, doenças hídricas, bem-estar e desenvolvimento. [ID 276]

The Importance-Satisfaction Matrix as a strategic tool for *Termas de Chaves* thermal spa priority improvements

Márcia Fernandes **Vaz**

Instituto Politécnico de Bragança, marciafvaz@ipb.pt

Paula Odete **Fernandes**

Instituto Politécnico de Bragança, pof@ipb.pt

Maria José **Alves**

Instituto Politécnico de Bragança, maria.alves@ipb.pt

Fernanda A. **Ferreira**

Instituto Politécnico do Porto, faf@esht.ipp.pt

Vânia **Costa**

Instituto Politécnico do Cávado e do Ave, vcosta@ipca.pt

Alcina **Nunes**

Instituto Politécnico de Bragança, alcina@ipb.pt

Health and wellness tourism has gained increased interest from the public, which searches for spaces that assure health and wellness maintenance. Proof of this is the example of *Termas de Chaves* thermal spa, which has gradually grown demand for its products and services. In this context, this study aims to identify and analyse the attributes offered by the thermal spa since it is essential to know the customer's preferences and satisfaction. To this end, dimensions related to the determinants of importance that influence the respondents' satisfaction were evaluated. A questionnaire survey was applied on-site from 09 August to 20 December 2021, obtaining a total sample of 225 participants. After data collection, the importance-satisfaction matrix was applied for exploratory, descriptive analysis. The results show that customers give high overall importance and satisfaction to the attributes under study. Moreover, it was possible to identify that the factor "availability and assistance provided by human resources" presents high importance but low satisfaction. Such a conclusion indicates that it will be necessary to adapt improvement strategies to increase customer satisfaction.

Keywords: Importance-Satisfaction Matrix, health and well-being tourism, thermalism, Chaves Thermal Spa, customer. [ID 398]

Análisis bibliométrico del mercado laboral turístico

María Jesús **Vázquez-García**

Universidad de Cordoba, r52vagam@uco.es

Nuria **Ceular-Villamandos**

Universidad de Cordoba, nuria.ceular@uco.es

Jaime **Aja-Valle**

Universidad de Cordoba, jaime.aja@uco.es

Ramón **Rueda-López**

Universidad de Cordoba, ramon.rueda@unileon.es

El turismo es uno de los sectores económicos que más aporta a la economía española siendo, a su vez, uno de los más afectados por la pandemia de COVID-19. Esto nos lleva a considerar la importancia de llevar a cabo, en el momento actual, un análisis bibliométrico de las publicaciones científicas que han abordado el estudio del mercado laboral en el sector turístico.

Este análisis se marca como principales objetivos: (i) Conocer las principales líneas de investigación seguidas en el mercado laboral turístico en los últimos años; (ii) Establecer, a partir de los resultados obtenidos, futuras líneas de investigación que ayuden a afrontar los nuevos retos que se presentan en este ámbito.

Para abordar este análisis, se llevará a cabo una revisión de la literatura científica de los últimos 10 años, a fin de determinar qué temas que se han abordado con mayor intensidad y en qué medida.

Para ello, se partirá de la determinación de los términos de búsqueda atendiendo a diferentes tipos de variables (palabras clave, principales autores, años de publicación, tipología de las revistas, revistas de mayor impacto...) para, posteriormente, realizar un análisis de los datos recabados. Para este trabajo se tomará como referencia la base de datos de la Web of Science (WOS).

Como resultados esperados, consideramos que las principales líneas de investigación que abordan esta temática están relacionadas con condiciones de trabajo, precariedad laboral, género, satisfacción laboral.

Palabras clave: Mercado laboral turístico, condiciones de trabajo, satisfacción laboral, bibliometría. [ID 107]

Sectoral heterogeneity in patterns of educational mismatch in tourism: a gender comparison

Elena Victoria Lasso de la **Vega**
University of Malaga, elenalasso@uma.es

Juan Antonio **Campos-Soria**
University of Malaga, jacampos@uma.es

Alejandro **García-Pozo**
University of Malaga, alegarcia@uma.es

The economic effects of educational mismatch include its negative impact on economic growth, which is due to the inefficient allocation of resources it generates. The main causes of this phenomenon need to be determined in order to correctly implement policies to avoid such mismatches. This paper investigated the determinants of educational mismatch from a gender perspective by analysing its sectoral heterogeneity among the four key productive branches within the tourism sector. To achieve this objective, we employed a multinomial logit model using data from the 2018 Wage Structure Survey of the Spanish National Statistics Institute. The results highlight the higher probability of male overeducation in the hospitality industry and the predominance of female overeducation in the other services analysed. Likewise, there was a lower probability of male undereducation in the transport and other complementary services sectors. As a result of these findings, we can propose various corrective measures to redirect specific training efforts for each of these groups, thus promoting gender equality.

Keywords: Educational mismatch, gender, sectoral comparison, determinants, tourism, Spain. [ID 38]

Determinants of tourist expenditure in cultural micro-destinations: Strategies to increase the likelihood of spending

Julio **Vena-Oya**
University of Jaén, jvena@ujaen.es

José Alberto **Castañeda-García**
University of Granada, jalberto@ugr.es

Miguel Ángel **Rodríguez-Molina**
University of Granada, rmolina@ugr.es

Cultural tourism showing high growth rates in recent years notwithstanding, certain issues related to the economic sustainability of tourist destinations have emerged. This study, which focuses on the economic sustainability of the destinations, analyses the determinant tourist expenditure at cultural destinations by instantaneously noting all purchases and the real-time location, by means of an ad-hoc developed mobile application. Thus, 672 expenditures made by travelers in a cultural destination were considered. This sample was obtained before the pandemic in an urban cultural destination such as the city of Granada (Andalusia). Given the sample's nested structure, multilevel modelling was used, and both visitor and spending features were included, which is a novel methodology in the study of tourism expenditure. The results suggest that older, culturally motivated, and first-time visitors are more likely to spend money. Concerning event characteristics, spending is more likely if the commercial exchange occurs at the beginning of the stay, if tourists have put in some effort to reach the destination and on supplementary services. The results are highly valuable in order to enhance strategies and recommendations to reduce the low-cost tourism problem from a destination spending perspective, a problem that is putting the economic sustainability of many cultural destinations at serious risk.

Keywords: Low-cost tourism, destination economic sustainability, touristic city sustainability, cultural tourism, tourist expenditure, multilevel modelling. [ID 68]

Indicadores para la gobernanza de un destino turístico inteligente

Alba Viana-Lora

Universitat Rovira i Virgili, alba.viana@urv.cat

Ana Pastor Alcaraz

Universitat Rovira i Virgili, ana.pastor@urv.cat

Marta Nel-lo Andreu

Universitat Rovira i Virgili, martagemma.nello@urv.cat

La adaptación del paradigma de ciudad inteligente a los destinos turísticos ha llevado a la irrupción de los Destinos Turísticos Inteligentes (DTI) como fórmula de gestión turística, la cual busca una mayor eficiencia de los recursos y datos del territorio. Este artículo analiza dos sistemas de indicadores utilizados para la adaptación de un DTI, la norma UNE 178502:2022 y los indicadores empleados en la elaboración de la guía de implantación de DTI de Invattur. En ambos sistemas se destaca la importancia de la utilización de indicadores en diferentes ejes estratégicos. Este estudio ha alineado estos indicadores con el concepto de sistema integrado de gestión de un DTI, con el objetivo de incorporar la información que se extraiga de los indicadores en todos los subsistemas de gestión, ayudando así en la toma de decisión de los gestores del destino.

Keywords: indicadores, gobernanza, sistema de gestión de destino, destino turístico inteligente. [ID 114]

Sensory Marketing: The role of sensory stimuli in consumer behaviour in retail

Carina Viegas

Universidade do Algarve, carina.s.viegas@gmail.com

Patrícia Pinto

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

Dora Agapito

Faculty of Economics, University of Algarve and CinTurs, dlagapito@ualg.pt

This research aims to map previous studies using a multi-sensory approach to understand the impact of sensory stimuli on consumer behaviour in retail and explore the congruence between the senses. A systematic literature review was used as the methodological approach. This approach allows replication, depicts the development of studies on a specific topic, and offers support to depict future research. In this study, the method compiles and synthesizes, through descriptive analysis, journal articles addressing the research objective. As an emerging topic, the analysis provided a detailed description of the retail types in the context of research on multi-sensory marketing and consumer behaviour. The sector that receives the most attention is offline retail. The approach of congruence between the senses is scarce in the coverage of this research. A multi-sensory approach in sensory marketing (three stimuli or more) is still an unexplored area. Chronologically, it is a recent topic with several knowledge gaps, especially regarding the relationship between multi-sensory cues. The study of congruence between more multi-sensory stimuli should be deepened by understanding the impact of the sensory environment on consumer behaviour in a retail context. The findings also reveal that the senses of touch and taste have been the least studied and offer several future research opportunities. Implications for marketing management in the context of retail are offered.

Keywords: sensory marketing; consumer behaviour; multi-sensory stimuli; retail environment; multi-sensory congruence. [ID 332]

The importance of heritage interpretation as a way of valuing historic quarters: the historic quarter of the castle

Isabel Cristina Pereira **Vieira**
Instituto Politécnico de Viseu, ivieira@estgl.ipv.pt

Didiana **Fernandes**
Instituto Politécnico de Viseu, dfernandes@estgl.ipv.pt

Paula **Santos**
Instituto Politécnico de Viseu, psantos@estgl.ipv.pt

Liliana **Índio**
Escola Superior de Tecnologia e Gestão de Lamego, liliindio@hotmail.com

Ana Paula **Rodrigues**
Universidade de Trás-os-Montes e Alto Douro, anarodri@utad.pt

This work aims to understand visitors' vision about the importance of interpretation in the qualification of the heritage offer, as well as the tourist experience lived. We chose as case study the Castelo Quarter which is located in the city of Lamego (Portugal). In methodological terms, a quantitative approach was used, through the completion of a questionnaire survey applied to 106 visitors, being made a descriptive analysis through the SPSS program. The results allowed us to obtain a better knowledge of the visitors in terms of socio-demographic profile, as well as to understand which means of interpretation they most value. Based on the collected data, some suggestions of improvements were made, which aim at the valorization of the Castle district equipment's. This knowledge is essential to adapt the offer to the demand in a sustainable touristic development.

Keywords: Interpretation, visitors, sustainable tourism, heritage, historic quarters. [ID 400]

Sustainable tourism development in times of pandemic: correlational analysis applied to residents of a Portuguese historic town

Isabel **Vieira**
Polytechnic Institute of Viseu, ivieira@estgl.ipv.pt

Elisa **Alén**
University of Vigo, alen@uvigo.es

Didiana **Fernandes**
Polytechnic Institute of Viseu, dfernandes@estgl.ipv.pt

Ana Paula **Rodrigues**
University of Trás-os-Montes and Alto Douro, anarodri@utad.pt

This study explores the relationships between different determinants of (residents') support for sustainable tourism development (STD) and certain sociodemographic profile variables. A quantitative approach was used, based on a questionnaire applied over the internet to residents of a historic town in the north of Portugal. 250 valid questionnaires were obtained. In data analysis, descriptive statistics and correlational analysis were used. The results show that the levels of perception regarding the concepts under study are relatively low to moderate. There is a greater community attachment than community involvement, a more intense perception of the benefits than the costs of tourism, a moderate support for the STD and a low economic dependence on the tourism sector. The results of the comparisons between the concepts under analysis and the sociodemographic profile variables showed the existence of several significant associations.

Keywords: Community involvement, community attachment, economic dependence, tourism impacts, STD, COVID. [ID 325]

A hotelaria e sua integração na dinâmica cultural regional. Novos desafios na Região do Algarve

Mónica Cristina Fernandes **Vieira**
ESGHT, Universidade do Algarve monicacvieira@gmail.com

Cláudia Helena Nunes **Henriques**
ESGHT, University of Algarve and CinTurs, chenri@ualg.pt

Carlos M. **Afonso**
ESGHT, Universidade do Algarve, cafonso@ualg.pt

Verifica-se uma crescente preocupação com a sustentabilidade sociocultural, e com o estudo da interligação entre a hotelaria e a cultura, assente na assunção de que os hotéis não devem estar fechados em si próprios. Como a região do Algarve é procurada principalmente devido ao seu produto “Sol & Mar”, implica que seja visitada mais na época alta (verão), levando muitos Estabelecimentos Hoteleiros a encerrar durante o inverno (novembro-março). Uma das apostas para que os hotéis possam ser sustentáveis o ano inteiro, prende-se em dinamizar a cultura onde, aliado ao produto “Sol & Mar” consiga inverter/atenuar esta situação. Baseado nesta preocupação foi pertinente em contexto de desenvolvimento sustentável, desenvolver o presente estudo que pretende averiguar na região do Algarve, como se articula a indústria hoteleira com a dinâmica das indústrias culturais e criativas. Para este efeito foi desenvolvido um questionário direcionado aos Estabelecimentos Hoteleiros (hotéis e hotéis-apartamento), sob o pressuposto de que é relevante conhecer a dinâmica/perspetivas dos hotéis com o intuito de inferir novos desafios para o futuro. Para que a hotelaria possa promover a cultura, aumentando assim a satisfação do cliente e, conseqüentemente, aumentando as suas taxas de ocupação e diminuindo assim a sazonalidade sentida. Onde os dados recolhidos e analisados através de estatísticas descritivas, permitiram observar que os Estabelecimentos Hoteleiros reconhecem a importância dessa interconexão e a necessidade do seu reforço, destacando-se em particular a relação com o domínio das “artes do espetáculo”, embora muitas vezes apoiada através da intermediação dos municípios.

Keywords: Cultura, cultura criativa, desenvolvimento sustentável, hotelaria, turismo, sustentabilidade social. [ID 447]

Mapping sustainable competencies in tourism and hospitality education: an exploratory study of the role of assessments

Rachel **Vieira**
University of Gloucestershire, rvieira@glos.ac.uk

Gaurav **Chawla**
University of Gloucestershire, <gchawla@glos.ac.uk

Nadine **Sulkowski**
University of Gloucestershire, nsulkowski@glos.ac.uk

This exploratory study aims to develop a strategic framework for assessing sustainability related competencies in tourism and hospitality education. The paper builds on previous research at Gloucestershire Business School (GBS) which mapped sustainable competencies against Quality Assurance Agency for Higher Education (QAA) benchmarks and the applied GHH model. The outcome of this research was a set of principles to support curriculum development, which invited further exploration of learning, teaching and assessment strategy. This paper extends these principles by focusing on developing an assessment strategy to support Education for Sustainable Development within tourism and hospitality education. Primary data was gathered using qualitative content analysis of course maps, module specifications and assessment briefs. As per QAA benchmarks, the assessments should enable a transformational learning experience. Therefore, the assessments were strategically designed to include *ways of practicing* (delivering live events), *ways of thinking* (reflecting on practice and applying theory) and *ways of being* (critiquing and consulting). These experiences are represented in a hierarchical manner, demonstrating progression through levels of study.

Primary data suggests that the ordering of these assessments by level of study is critical. Students engaged in deeper learning when practice-based competencies acted as scaffolding and organically led to development of ways of thinking and being. This conceptual framework therefore provides a basis to discuss further integration of sustainable competencies with assessment strategy.

Keywords: Sustainability competencies, education, tourism, assessment strategy. [ID 557]

Vínculos organizacionais na Estratégia Saúde da Família (ESF): um estudo com enfermeiros e médicos brasileiros

Mirian Serrão **Vital**

Universidade do Estado do Amazonas, mvital@uea.edu.br

Kely Cesar Martins **Paiva**

Universidade Federal de Minas Gerais, kelypaiva@face.ufmg.br

Este estudo buscou descrever e analisar como se encontram configurados os vínculos organizacionais (comprometimento, entrincheiramento, consentimento) de enfermeiros e médicos atuantes na Estratégia Saúde da Família (ESF), em Manaus, AM, Brasil. Tal exame mostra-se pertinente na cognição do fenômeno no *locus* observado, considerando-se as particularidades da assistência à saúde na atenção básica, em especial na ESF. Realizou-se um estudo de caso descritivo, com abordagens quantitativa e qualitativa (triangulação metodológica). Os dados de 161 questionários e 23 entrevistas foram submetidos a tratamento estatístico e análise de conteúdo, respectivamente. Observou-se que: 1) o comprometimento se deve mais ao gosto pelo trabalho realizado, ao permanecer, primeiramente porque se quer e, depois, porque se identifica com os resultados alcançados; 2) o entrincheiramento se dá pela estabilidade alcançada no emprego e pelas limitações de oportunidades externas; 3) o consentimento se configura ao concordar com a sobrecarga e até mesmo com atividades alheias às funções. Diante dos achados e das limitações do estudo, foi traçada uma agenda para pesquisas futuras.

Palavras-chave: Vínculos organizacionais, comprometimento organizacional, entrincheiramento organizacional, consentimento organizacional, estratégia saúde da família. [ID 167]

Event experiences in cultural settings: testing a framework

Magda Fernandes **Wikesjö**

Faculty of Economics, University of Algarve and CinTurs, mmwikesjo@ualg.pt

Manuela **Guerreiro**

Faculty of Economics, University of Algarve and CinTurs, mmguerre@ualg.pt

Dora **Agapito**

Faculty of Economics, University of Algarve and CinTurs

Patrícia **Pinto**

Faculty of Economics, University of Algarve and CinTurs, pvalle@ualg.pt

The interrelationship of Culture and Tourism can strengthen the attractiveness, competitiveness, and sustainability of a region. Cultural event experiences lead to authentic personal engagement, social relationships, and subjective well-being. These relationships are sculpted by place, setting, people, and management interactions. Previous research on experience suggests that a comprehensive understanding of event experience that brings results to a common ground is necessary. Guided by Stimulus-Organism-Response (S.O.R.) paradigm, this study develops and tests a comprehensive framework of event experiences in cultural settings from an experiential marketing perspective. Data was collected on events of a music festival staged in Portugal. The model was tested using Partial Least Squares Structural Equation Modelling (PLS-SEM), and the relationships between eventscape, event experience, and attendees' outcomes (pleasant arousal, memory, and behavioural intentions) were examined. The proposed research model was largely supported. Results suggest that eventscape directly and positively influences the event experience. Event experience strongly and significantly impacts memory, but also pleasant arousal and behavioural intentions. The direct influence of eventscape on emotions (pleasant arousal) was not supported. However, there is a significant mediating effect of eventscape on emotions through event experience. Practical and theoretical insights for managing cultural event experiences are discussed.

Keywords: Cultural event experience, eventscape, holistic approach, experiential marketing, S.O.R. model. [ID 393]

Fatores que influenciam o consumidor a participar do Live Streaming Commerce: estudo com moradores de um município da Grande Florianópolis

Edilene Pauli **Wilvert**

Universidade Federal de Santa Catarina (UFSC), edilenepauli@hotmail.com

Allan Augusto **Platt**

Universidade Federal de Santa Catarina (UFSC), allanplatt14@yahoo.com.br

Marco **Ocke**

Universidade Federal de Santa Catarina (UFSC), marco.ocke@ufsc.br

A pandemia do Covid-19 acarretou transformações na vida em sociedade e em vários tipos de negócios que buscaram na inovação a sua sobrevivência. Neste contexto, o *live streaming commerce* surge como um novo modelo de interação comercial, atraindo mais consumidores para o comércio *online*. Diante desta constatação, este estudo tem como objetivo identificar os fatores que motivam os consumidores a participarem de um *live streaming commerce*. Para a coleta de dados realizou-se um questionário com 21 perguntas, obtendo-se uma amostra de 117 respostas válidas entre os moradores do município de Antônio Carlos, localizado no região da Grande Florianópolis, no sul do Brasil. Os resultados demonstraram que aspectos como novidades, a facilidade de compra e o preço são os fatores que mais motivam estes consumidores a assistirem um *live streaming commerce*, além da interação social decorrente deste sistema. Conclui-se que a pandemia foi um incentivador no aumento do consumo *online* e na promoção de *live streaming commerce*.

Palavras-chave: Live streaming commerce, comércio online, comportamento do consumidor, marketing, fatores que motivam, pandemia do Covid-19. [ID 236]

Los Sistemas de Información Turísticos en la generación de datos para el conocimiento del turismo pos-COVID: un análisis comparado

Pilar Peñarrubia Zaragoza

Universidad de Valencia, mapipeza@uv.es

Moisés Simancas Cruz

Universidad de La Laguna, msimancas@ull.edu.es

El crecimiento exponencial de la generación de datos, tanto de origen tecnológico, como tradicional, posibilita el conocimiento del turista y su comportamiento. Este hecho redundo positivamente en la planificación turística territorial facilitando la caracterización de la demanda y su ajuste al territorio. Desde este planteamiento, y en el contexto de los Destinos Turísticos inteligentes (DTI), surgen los Sistemas de Información Turísticos (SIT) cuyo uso queda especialmente indicado para el conocimiento del turismo pos-COVID.

En este sentido, la investigación tiene como objetivo valorar la adecuación y valía de la información contenida en los SIT para su uso en la toma de decisiones pos-COVID. Para ello se ha realizado un análisis comparado de las fuentes de datos de ocho SIT, a diferentes escalas geográficas, asociados a DTI españoles, atendiendo al tipo de datos y al medio/método de recogida de fuentes tradicionales y tecnológicas.

Los principales resultados del estudio arrojan que la mayoría de variables incluidas no son suficientemente valiosas para la toma de decisiones; ciertas variables no se obtienen con periodicidad regular, de modo que no pueden utilizarse para observar su evolución a largo plazo; y que otras variables, de origen tecnológico privado, presentan un alto coste de adquisición que dificultan su incorporación y mantenimiento.

Estos resultados nos permiten concluir que los DTI deben replantearse tanto las variables empleadas, como su periodicidad y coste de adquisición de las fuentes. Atender estas mejoras convertirá a los SIT en herramientas de predicción de tendencias tan necesarias para la planificación territorial turística.

Palabras clave: Turismo pos-COVID, sistema de información turística, planificación territorial. [ID 217]

Tourists' behaviour: environmental sustainability as a determinant attribute on the buying process

Ana Kankura **Salazar**

Universidade Católica Portuguesa, amsalazar@ucp.pt

Carla Pinto **Cardoso**

Universidade Católica Portuguesa, cpintocardoso@ucp.pt

The main objective of this research is to assess the relevance sustainability has on tourists' behaviour. Other objectives include to identify the sustainability practices that are relevant to tourists when making purchasing decisions; to understand the influence sustainability has on their future behaviour intentions; to assess differences between day-to-day decisions and vacations, and to evaluate differences of behaviour and perceptions associated to sociodemographic characteristics. A descriptive design was used through an online questionnaire aimed to a non-probabilistic convenience sample of 236 tourists. The main conclusion is that there is a gap between tourists' attitudes and behaviour concerning sustainability relevance and practices. Other conclusions are environmental sustainability is perceived as very important for most of consumers but its influence on the consumer decision process for destinations and accommodation is very low; current behaviour has more influence than future intentions or monetary incentives on the importance tourists assign to environmental sustainability.

Keywords: Consumer behaviour, sustainability, tourism destinations, hospitality, determinant attributes. [ID 404]

Brand activism causes on brand positioning

Rinaldo **Zirrah**

Instituto Politécnico de Viseu, rinaldow@gmail.com

Bruno M. **Ferreira**

Instituto Politécnico de Viseu, morgado.ferreira@estgv.ipv.pt

The aim of this study is to examine how different brands (Sports, Banking, Children's Universe, Food Industry, Restaurants, Cosmetics, Beauty sector, Hypermarkets, Technological brands, Clothing, Personal care) are perceived when supporting specific activism causes. Previous research showed that brands could and must show their engagement, contentment (or discontent) about social issues and in politics, economy, work environment, or legal. In March 2020, one hundred eighty-nine people (from 18 to 51 years old; 51% were women) participated freely. The findings show that the supported causes may have more or fewer defenders. Reasons like Anti-racism (91%), Immigrants (82%), and LGBT (82%) are the most supported, followed by Feminism (71%). The Politics cause doesn't achieve half of the sample (47%). Specifically, only 11% of participants are willing to start consuming products or services from a brand that promotes politics, while one-third intend to stop consuming them if it happens. This study shows how genuine brands need to be in their correct positioning. There is no point in creating communications in favor of social causes if, on a day-to-day basis, these brands do not practice what they pass on as a message. Therefore, more than ever, Brands must work to defend values, ethics, and morals.

Keywords: Brand activism, brand management, marketing management, social Causes. [ID]