

Proceedings of the
International Workshop

Tourism and Hospitality Management

June 23, 2023

4th
edition



Tourism Review

Cofinanciado por:



Proceedings of the International Workshop “Tourism and Hospitality Management” (IWTHM2023)

23rd of June 2023 | Porto, Portugal

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Abstracts, Extended Abstracts and Full Papers were read and selected by Scientific Committee of the IWTHM2023. All manuscripts went through a double- blind peer review process to be presented at the Workshop.

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DOI: [HTTPS://DOI.ORG/10.58869/IWTHM2023](https://doi.org/10.58869/IWTHM2023)

ISBN: 978-989-54164-3-1 | ISSN: 2184-5514

SUPPORT: ELECTRONIC | FORMAT: PDF / PDF/A

EDITOR: ISAG - EUROPEAN BUSINESS SCHOOL

PUBLISHER: ISAG - EUROPEAN BUSINESS SCHOOL

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Presentation: ISAG – European Business School

ISAG - Instituto Superior de Administração e Gestão, is an establishment of private higher education polytechnic, created in October 1979 and officially recognized by Decree-Law n.º. 375/87 of 11th December.

As a conclusion of a fusion process started in November 2000, which had as first stage the merger by incorporation of the founding entities ESE/ENFOC in June of 2005, there occurred the merger of ISAG – Instituto Superior de Administração e Gestão and ISAI – Instituto Superior de Assistentes e Intérpretes in a single institution of higher education with the designation of ISAG – Instituto Superior de Administração e Gestão.

ISAG has as fundamental objectives the education, the divulgation and the development in the areas of Science Management, Applied Languages, Tourism and Hotel Management in the Northern Region of the Country, through the implementation of a philosophy of higher education that prepares students for the exercise of highly qualified professional activities.

Currently, ISAG takes advantage of a strong image with the business market as an establishment of higher education specialized in the areas referred above, which means that it has been able to impose itself on the labour market and in the business environment, as a reliable institution and that has been fulfilling its institutional mission. For this purpose, ISAG has been paying constant attention to the needs of the society and the Portuguese economy, giving special consideration to those relevant to the construction of the European Union and globalisation of markets. Thus, the institution recently assumed the designation of ISAG – European Business School.

Presentation: Consuelo Vieira da Costa Foundation

The Consuelo Vieira da Costa Foundation (FCVC) is a private and non-profit foundation created on April 3, 2018, and recognized by the Presidency of the Council of Ministers on September 21, 2018 (Order No. 9392/2018).

FCVC started its activity on September 13, 2019, with the statutory purposes of carrying out activities to promote, develop and support initiatives of a predominantly social, cultural and scientific research nature, in the fields of teaching, education and professional training.

With these purposes in mind, the Foundation operates in the following areas:

- Social | Support for young people in the pursuit of their studies at the level of higher education, through the awarding of Social Scholarships and the awarding of young people with Merit Scholarships;
- Education | Creation of the Senior University Consuelo Vieira da Costa.
- Culture | Carrying out interventional and inclusion actions in society, enabling access to culture;
- Research | Creation of the Center for Research in Business Sciences and Tourism (CICET).

Mission

Contribute to the development of society, particularly in the social, cultural, educational and scientific research domains.

Vision

To be identified and recognized as a reference institution at national and international level, oriented towards the promotion and involvement of the community and for the production and dissemination of scientific knowledge.

Values

- I. Respect and Humanism
- II. Ethics, Responsibility and Social Inclusion

III. Sustainable development

IV. Quality and Innovation

About CICET - FCVC

The Research Center in Business Sciences and Tourism / Research Center in Business Sciences and Tourism, designated by the acronym CICET - FCVC, is a research center without legal personality and non-profit, created by the Consuelo Vieira da Costa Foundation.

CICET is primarily dedicated to promoting and carrying out applied research in the areas of Business Sciences, Hotel Management and Tourism and transversal areas.

CICET - FCVC started its activity in October 2020 and has sought to increase its number of researchers (through the establishment of cooperation protocols), its scientific production, as well as the applicability of its studies in local, regional and national policies.

Presentation: International Workshop “Tourism and Hospitality Management” (IWTM2023)

The International Workshop Tourism and Hospitality Management (IWTM2023) is an international scientific meeting, that gathers together researchers from around the world, with the purpose of sharing knowledge in the topic of Tourism and Hospitality Management. Moreover, this intensive, diversified and original event intends to be a reference in the scientific community evolving Tourism and Hospitality Management.

We are in the fourth edition, and due to the success of the previous three editions, the Organization Committee decided to continue the discussion of current topics on tourism and hospitality.

Considering the great challenges currently facing both national and international tourism, ISAG – European Business School and the Research Center in Business Sciences and Tourism (CICET – FCVC) understand that this is the right time to organize the fourth edition of the Tourism and Hospitality Management Workshop, aiming at sharing knowledge in scientific fields of tourism and hospitality among the various participants and researchers.

Thus, the IWTM2023 Organizing Committee invited researchers from all around the world to submit their work, under the form of abstracts, extended abstracts and full papers. All manuscripts went through a double-blind peer-review process in order to be selected to presentation at the Workshop. Abstracts, extended abstracts and full papers presented at the workshop are contemplated in present document, and after the Workshop, the e-book will be sent to be indexed at Google Scholar, Proquest, EBSCO, SCOPUS and WoS.

The final Program consisted of one plenary session and eight parallel sessions. The plenary session included a speech on “Smart Tourism, Smart Cities & Public Policy” by Professor Celeste Varum, of the GALP, University of Aveiro, Portugal.

The articles / Abstract / extended abstract presented at IWTM2023, will have the opportunity to be submitted for publication at Tourism Review, the pioneering journal

dedicated to tourism issues or in a special edition of the European Journal of Applied Business and Management.

Ethics & Malpractice Statement

The International Workshop “Tourism and Hospitality Management” encourages the best standards of the scientific procedures, and the higher standards of communication and publication ethics. The Organizing Committee of the IWTHM2023 will take measures against any publication malpractices.

The ISAG – European Business School and the Research Center in Business Sciences and Tourism (CICET – FCVC), as organizers of the IWTHM2023 take responsibility and duties of guardianship over all stages of publishing the Proceedings of the International Workshop “Tourism and Hospitality Management”. ISAG – European Business School, as publisher of the book series, is committed to ensuring that the associated revenue (such as advertising, reprint or commercial rights) do not influence editorial decisions.

Concerning the IWTHM2023, all submitted papers that are to be presented in the Workshop and published in the Proceedings of the International Workshop “Tourism and Hospitality Management” are subject to a double-blind peer-review system, with rules and review forms previously approved by the Organizing Committee. The review process is objective and clear. The IWTHM guarantees the confidentiality of submitted manuscripts, ensuring blind reviews. Manuscript acceptance is constrained by legal requirements. Copyright infringement and/or plagiarism will not be tolerated.

The official full Ethics & Malpractice Statement of the IWTHM2023 can be found at: <https://iwthm23.isag.pt/en/ethics-malpractice-statement/>.

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Residents' Perceptions Towards Cross-border Tourism

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Abstract

Purpose: Residents are an important stakeholder in tourism destinations. Understanding their perceptions is fundamental to the activity's success. In this sense, this study aimed to identify residents' perceptions in the cross-border zone towards tourism.

Methodology: A questionnaire was applied between April and May 2023 to residents older than 18 years that were randomly approached in shops, parks, restaurants, streets, and residences. A total of 470 valid questionnaires were considered for descriptive analysis of the impacts' means and standard deviation.

Results: Residents tend to perceive positively tourism in cross-border areas. The impacts that presented the highest mean were the economics, followed by the sociocultural and in the last, the environmental impacts.

Research limitations: One of the study's limitations is the sample number difference between the residents of Portugal and Spain, which makes some comparative aspects between the two populations difficult.

Originality: This is the first study about residents' perceptions in the cross-border area of Portugal (*Terras de Trás-os-Montes*) and Spain (*Castilla y León*), characterizing the study's originality.

Keywords: *Residents perceptions; Tourism impacts; Cross-border tourism; Portugal; Spain.*

Acknowledgements: This project is being carried out within the scope of the DuraDOURO - El Duero como recurso perdurable del paisaje y el territorio de la frontera, 0785_DURADOURO_2_E, financed by FEDER, through the POCTEP. The authors are also grateful to the UNIAG, R&D unit funded by the FCT – Portuguese Foundation for the Development of Science and Technology, Ministry of Science, Technology and Higher Education. “Project Code Reference: UIDB/04752/2020 e UIDP/04752/2020”.

1. Introduction

Residents' perceptions have been the subject of extensive research in the field of tourism (Scalabrini & Remoaldo, 2022) justified by their significance as stakeholders in tourism development.

Impacts are a key measurement in these studies, such as positive and negative. When residents perceive negative impacts, they are more likely to reject tourism in a destination. Numerous studies have shown that residents often acknowledge the benefits of tourism, especially in terms of economic and sociocultural aspects (Lopes et al., 2019; Scalabrini & Remoaldo, 2022).

A point to be highlighted is tourism in cross-border areas, which involves visiting places that are located on the border between different territories (Mikhaylova et al., 2022). The dynamism of cross-border tourism can affect the residents' life and habits.

Therefore, this study is part of a project conducted in a cross-border area between Portugal and Spain and provides data from the Portuguese cities and towns of *Atenor, Bemposta, Bragança, Miranda do Douro, and Rio de Onor*. The Spanish

localities are *Puebla de Sanabria*, *San Martín de Castañeda*, and *Riomanzanas*. This is an area with tourist attractions, mainly natural ones due to the Douro River and natural parks, such as *Montesinho* Natural Park, *Vinhais* Biological Park and *Arribes del Duero* (Alves et al., 2023) and it attracts tourists from different parts of the world. This activity can in some way affect the lives of its residents. In this sense, this study's aim is to identify the perception of residents in the cross-border zone towards tourism.

Therefore, this paper is divided into five parts. After the introduction, the theoretical framework is presented, focusing on resident perception and border tourism. The third section is dedicated to the study methods. Then, the results and discussions are presented, and finally, the concluding remarks include study limitations and suggestions for future research.

2. Theoretical background

Studies on resident perception are directly related to the impacts of tourism, whether they are economic, sociocultural, or environmental in nature, and they present different approaches. The studies tend to be linked to the impacts and demographic factors such as age and gender, as well as educational level and length of residency in the researched location and applied in different realities such as events, destinations and tourism attractions (Scalabrini & Remoaldo, 2022).

There are diverse stakeholders involved in the development of tourism, including tourists, tourism planners, and residents. Initially, tourism studies were heavily focused on tourists and territorial aspects related to tourism (Krippendorf, 1989). However, since the 1970s, there has been a noticeable shift towards studies focusing on residents and their perception of tourism development in different global destinations.

Brunt and Courtney (1999) demonstrated that social and economic factors, as well as place of residence and economic dependence on tourism, influence resident perceptions. Along the same line, Jurowski and Gursoy (2004) stated that the closer residents are to areas with high tourist flows, the worse their perception of the activity will be.

Another line of analysis is that residents who have a direct connection to tourism, i.e., who are economically dependent on the activity, tend to perceive it more positively (e.g., Andereck et al., 2005; Brunt & Courtney, 1999; Lopes et al., 2019).

Resident involvement is a crucial factor for the success of a tourist destination (Gordin, 2013; Gursoy et al., 2017; Gursoy, Ouyang, et al., 2019; Gursoy, Zhang, et al., 2019; Gursoy & Rutherford, 2004). When residents' perception of visitors is positive, conflicts and negative feelings can be minimised. In general, residents embrace the benefits of tourism activity but are highly sensitive to the negative impacts of the tourism industry.

Residents who can assess the activity's benefits tend to support its development, while those who identify few or no benefits tend to oppose tourism (Jackson, 2008). Negative perceptions can escalate into tourism phobia, which refers to attitudes of denial towards tourism in a destination and can occur for various reasons, from a high number of visitors at tourist attractions to the degradation of infrastructure by tourists (Huete & Mantecón, 2018).

This rejection also occurs in destinations where cultural tourism is massified. Museums and other cultural attractions start receiving excessive tourists, resulting in overcrowding. This trend has consequences, such as negative perceptions by residents.

This may also be the reality in cross-border areas. Currently, different studies have been dedicated to the understanding of border tourism, which is characterized by as is a segment of tourism that involves visiting places that are located on the border between different territories (Mikhaylova et al., 2022). These places can offer visitors the opportunity to learn about the differences and similarities between the cultures, histories, landscapes, and markets of the bordering territories.

Cross-border tourism can generate economic, social, and cultural benefits for the destinations involved, such as creating employment and income, stimulating trade and cooperation, enhancing diversity and local identity, and promoting integration and peace among people. However, it can also pose challenges and problems, such as unfair competition, exploitation, smuggling, trafficking, violence, pollution, and

loss of authenticity (Antwi et al., 2022; Sergeyeva et al., 2022). In this sense, it is crucial to ensure that tourism benefits both residents and visitors, promoting sustainable development and preserving cultural traditions. So, understanding the residents' perceptions is an important factor in tourism planning (Mikhaylova et al., 2022).

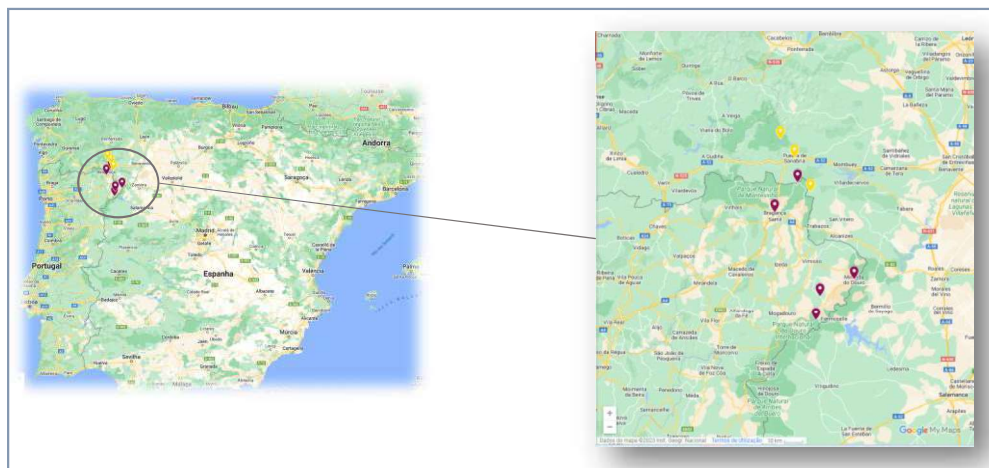
3. Methodology

3.1. Study area

The study was conducted in the cross-border area between Portugal and Spain, namely in the *Trás-os-Montes* in Portugal and *Castilla y León* in Spain (Figure 1).

A characteristic of this cross-border area is the existence of the Douro River and natural parks, characterising it mainly as a nature tourism area. The area comprises 87 municipalities on both sides of the border and five protected areas, and an outstanding rural, monumental and famous cultural heritage closely linked to its ecology and nature and attracting tourists in all areas, which can affect positively or negatively the residents.

Figure 1: Study area



Source: Own Elaboration

3.2. Sampling, data collection and data analysis

This study is a component of DuraDOURO project, which involves a collaborative team from Portugal and Spain. Data collection was conducted in eight locations, five

in Portugal and three in Spain (Table I). Stratified sampling was employed, considering the specificities of each locality.

Table I: Local applications of the questionnaires

Local	Country	n	%
Atenor	Portugal	17	3.6
Bemposta	Portugal	25	5.3
Bragança	Portugal	203	43.2
Miranda do Douro	Portugal	61	13.0
Rio de Onor	Portugal	25	5.3
Puebla de Sanabria	Spain	106	22.6
San Martín de Castañeda	Spain	23	4.9
Riomanzanas	Spain	10	2.1
Total		470	100

Source: Own Elaboration

The questionnaire was applied between April and May 2023 to residents older than 18 years that were randomly approached in shops, parks, restaurants, streets, and residences. A total of 470 valid questionnaires were considered for analysis. Considering the population, the sample presents a confidence level of 95% and a margin of error of 4.0%. It is worth noting that the sample is aligned with international studies on this subject (Sharpley, 2014).

For the sociodemographic analysis, descriptive statistics were used. For the understanding of the impacts as well as their ranking, the mean and standard deviation of each of the statements was calculated. Cronbach's Alpha was applied to validate the scale. The overall impacts (0.878), the economic (0.724), the sociocultural (0.820) and the environmental (0.630) presented internal consistence, considering a Cronbach's Alpha plus than 0.6 as indicated by Hair et al. (2018).

4. Results and discussions

4.1. Sociodemographic sample profile

Regarding sociodemographic characteristics, most participants answered that they were born in the municipality surveyed (61.1%). The average length of residence was 29 years (± 23.731). These data may denote the rootedness of the residents in the territory. Regarding gender, the sample consists of more women (56.4%), with an average of 46 years old (± 18.241). Nearly all of the sample has attained secondary or higher education (71.2%), and most are married (51.3%). Additionally, the sample has an average monthly income ranging between 760€ and 2.160€ (81.8%).

4.2. Impacts perceptions

The analysis of the perception of tourism impacts in the cross-border region is presented in Table II, which condenses the means obtained in each of the statements presented in the questionnaire, as well as the mean per impact. Economic impacts presented the higher overall mean (3.62 points ± 0.653), followed by sociocultural impacts (3.49 points ± 0.422) and environmental impacts (3.36 points ± 0.745). None of the mean of the impacts is more than 4 points. This result is similar to other studies, such as that of Andereck et al. (2005), Remoaldo et al. (2015) and Scalabrini and Remoaldo (2020), where impacts also did not exceed four points.

Table II: Means of the impacts

Impacts	n	\bar{x}	s	Cronbach's Alpha	Overall mean \pm s
Economic impacts				0.724	3.62 \pm 0.653
Create jobs for residents	470	4.02	1.112		
Increase in prices of goods and services*	470	3.19	1.292		
Gives more visibility to the destination, attracting more tourists	468	4.34	0.875		
Job vacancies are occupied by people who did not previously reside in the destination	468	3.10	1.295		
Opportunities for local businesses	469	3.83	1.148		
Increases the residents' income	466	3.65	1.182		
Sociocultural impacts				0.820	3.49 \pm 0.422
Increase crime rates*	469	2.11	1.041		
Encourages residents to be more culturally active	470	3.80	0.990		

Promotes contact with different cultures	466	4.18	0.911
Limits residents' access to leisure sites*	468	2.48	1.211
Encourages local culture and handicrafts	465	4.05	0.971
The quality of services is better	468	3.73	1.099
Local people change their behaviour to mimic the tourists	468	2.43	1.186
Increase the stress*	468	2.93	1.308
More public investment in the cultural sector	467	3.64	1.127
Increases traffic*	465	3.87	1.142
Parking is difficult*	466	3.49	1.374
Increase cultural offers	467	3.88	1.030
Improve infrastructure and local facilities	465	3.71	1.072
Increases public security *	466	3.19	1.139
Increases the number of people circulating through shops, restaurants, hotels, and services	466	4.23	0.946
Increases the sense of pride of the residents	466	3.98	1.032
It is more difficult to preserve local values, customs, and traditions*	466	2.53	1.197
Conflicts between tourists and residents*	464	2.23	1.129

Impacts	n	\bar{x}	s	Cronbach's Alpha	Overall mean \pm s
Environmental impacts				0.630	3.36\pm0.745
Generates excessive noise*	468	2.68	1.218		
Increase in air and water pollution*	467	2.67	1.261		
Provides consciousness for the preservation of natural areas	466	3.55	1.089		
Increase in rubbish*	468	3.14	1.302		
Decreased water supply *	464	2.69	1.253		
Infrastructure and visits to natural areas are improved	465	3.77	1.050		

Note: *, Inversion of the items for the calculation of the global averages, by impact.

Source: Own Elaboration.

In the analysis of the individual mean scores of all impacts, the highest mean score (4.34 points) is for the category "gives more visibility to the municipality and can attract more tourists", which represents an economic impact. This result corroborates previous studies such as that of McDowall and Choi (2010) in research conducted in Thailand and Roberts et al. (2022) in a study in the Portuguese city of Faro. It is common in studies on perceptions that economic impacts are more perceived since they are easier to measure and to be felt by residents. It is also

evident that in the border region, the general average of economic impacts (3.62 points) surpassed that of socio-cultural and environmental impacts. One of the reasons for this to happen in this region is the characteristic of the location, which makes tourism an important economic activity, generating more jobs and increasing the income of residents.

Regarding socio-cultural impacts (3.49 points) the statement with the highest average was promotes contact with different cultures (4.18 points \pm 0.911). Culture is an aspect widely considered in studies on residents' perceptions. These results were also evidenced in the Brazilian reality (Scalabrini & Remoaldo, 2022). It should be considered that according to the literature, the statement increases the number of people circulating in the destination can be considered as a negative point, however, taking into consideration the characteristics of the cross-border region it is noticeable that residents see it as a positive point the fact of having more tourists in the region since this indicates the growth of the activity in a region little explored with tourism activities and that does not yet suffer from the impacts of turistification. Still, on socio-cultural impacts, the fact that the statement increases crime was the least perceived is related to the fact that security is still found in the region.

As well as the economic impacts, the environmental ones tend to be more perceived by the residents, since pollution and rubbish, for example, are perceptible daily. The results of a study conducted in Faro, Portugal (Roberts et. al, 2022) demonstrated this, as negative economic and environmental impacts were the ones with the highest averages. In the case of the cross-border area analysed the result was the opposite of this, as they had lower averages than the other two impacts. It is important, however, to highlight the statement "Increase in rubbish" (3.14 \pm 1.302) which presents itself as a concern of the residents of the area analysed.

5. Conclusion

The purpose of this study was to identify the perception of residents in the cross-border zone towards tourism. This study supplied an understanding of the residents' perceptions, being the first study realized in the cross-border area between Portugal (*Terras de Trás-os-Montes*) and Spain (*Castilla y León*). Corroborating previous

studies, the economic impacts are the most perceived, followed by the sociocultural impacts.

The results of this study demonstrate that tourism presents a potential for growth in the cross-border region, since the residents perceive this activity positively, especially regarding economic impacts. It is necessary, however, as in previous studies a concern in relation to some items, especially regarding environmental aspects, considering the natural characteristics of the area.

One of the limitations of the study is the sample number difference between the residents of Portugal and Spain, which makes some comparative aspects between the two populations difficult. In this sense, as a suggestion for future studies is to broaden the sample of Spanish residents, which will enable statistical tests to be carried out to understand the different perceptions between the two countries.

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