

# DSOTT

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OPPORTUNITIES AND THREATS ON TOURISM | 2025

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# BOOK OF ABSTRACTS



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## INDEX

Accessible tourism and assistant technology: Challenges and perspectives (PT) .....	1
OC-001 - (407) - ACESSO À EDUCAÇÃO: CONSIDERAÇÕES PARA PESSOAS COM DEFICIENCIA NO BRASIL COMO CONDIÇÃO DE REDUÇÃO DAS DESIGUALDADES .....	2
OC-002 - (1568) - COMPETITIVIDADE E ACESSIBILIDADE: PROPOSTA DE UM MODELO DE COMPETITIVIDADE DOS DESTINOS TURÍSTICOS COM FOCO NA ACESSIBILIDADE .....	3
OC-003 - (352) - DIREITO AO TURISMO ACESSÍVEL E TECNOLOGIA ASSISTIVA: DESAFIOS EPERSPECTIVAS NA REGULAÇÃO BRASILEIRA.....	4
OC-057 - (349) – CAPACITISMO E ACESSIBILIDADE TURÍSTICA NO ECOTURISMO BRASILEIRO.....	5
Creative Tourism as a platform for sustainability (ENG) .....	6
OC-019 - (372) - CREATIVE TOURISM EXPERIENCES FOR VISITORS' WELLBEING AND SUSTAINABLE MUSEUMS .....	7
OC-020 - (514) - DIMENSIONS AND VARIABLES OF CREATIVE TOURISM FROM THE PERSPECTIVE OF COOPETITION.....	8
OC-021 - (556) - SCOPE AND CHALLENGES OF CREATIVE TOURISM IN UZBEKISTAN.....	9
OC-022 - (374) - TOURISM COOPERATIVES AS EFFECTIVE GOVERNANCE MODELS FOR CREATIVE TOURISM INITIATIVES.....	10
OC-023 - (464) - CREATIVE TOURISM AS A PATHWAY TO SOCIAL INCLUSION FOR OLDER ARTISANS .....	11
Innovation Management in Tourism (ENG) .....	12
OC-004 - (566) - CULTURE MEETS SPORTS TO FOSTER TOURISM: THE CASE OF THE PARIS 2024 GAMES .....	13
OC-005 - (375) - INBOUND TOURISM AND ECONOMIC AND SOCIAL RISKS: AMIDST THE PANDEMIC AND REGIONAL CONFLICTS .....	14
OC-006 - (1583) - SURF TOURISM AND DESTINATION IMAGE: LINKAGE AND IMPACTS ON TERRITORIAL DEVELOPMENT .....	15
OC-007 - (1590) - LEVERAGING INDUSTRIAL HERITAGE FOR TERRITORIAL DEVELOPMENT AND TOURISM PROMOTION .....	16
Space-time Visitor Behaviour (ENG) .....	17
OC-009 - (1584) - EXPLORING TIME-SPACE BEHAVIOR IN WINE TOURISM: A CASE STUDY OF THE BARRADA WINE ROUTE IN PORTUGAL.....	18
OC-010 - (453) - FLICKR GEOTAGGED PHOTOS IN TOURISM RESEARCH: HOW IMPORTANT THEY ARE TO UNDERSTAND VISITORS' SPACE-TIME BEHAVIOUR?.....	19
OC-011 - (538) - SPATIAL-TEMPORAL ANALYSIS OF COMFORT PERCEPTION AMONG TOURISTS IN THE MUNICIPALITY OF PORTO (PORTUGAL): GPS-BASED INSIGHTS FOR URBAN PLANNING .....	20
OC-012 - (526) - SPATIOTEMPORAL TOURIST BEHAVIOUR FORECASTING .....	21
OC-013 - (432) - THE RELATIONSHIP BETWEEN TOURISTS EMOTIONS AND SPACE-TIME BEHAVIOUR: A SCOPING REVIEW.....	22
Wine and Olive Oil Tourism: Trends and Challenges (ENG).....	23
OC-014 - (403) - CHALLENGES FOR THE DEVELOPMENT OF WINE TOURISM IN THE ALENTEJO .....	24
OC-015 - (410) - WINE AND OLIVE OIL TOURISM: OPPORTUNITIES TO DEVELOP NEW COMPLEMENTARY TOURISM EXPERIENCES IN ALENTEJO .....	25
OC-016 - (354) - WINE TOURISM FOR SOCIAL SUSTAINABILITY IN LOW-DENSITY ALENTEJO.....	26
OC-017 - (426) - AN OVERVIEW OF WINE TOURISM BY BEHAVIOR AND COGNITIVE DIMENSIONS.....	27
Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies (ENG).....	28
OC-030 - (560) - HISTORIC GARDENS AS STRATEGIC LOCATIONS IN CLIMATE-RESILIENT TOURISM .....	29

04<sup>th</sup> June 2025

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

## **OC-010 - (453) - FLICKR GEOTAGGED PHOTOS IN TOURISM RESEARCH: HOW IMPORTANT THEY ARE TO UNDERSTAND VISITORS' SPACE-TIME BEHAVIOUR?**

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### **Proposal and Originality**

This research is a pioneering exploration into the role of geotagged photos from the Flickr social network in understanding visitors' space-time behaviour. It aims to identify the main research topics, the methods used, and their contributions to tourism research, highlighting this important source of information to tourism studies, particularly in tourism management. As far as the authors know, no research has yet delved into this unique and promising area, which we believe will spark a new wave of interest in the field.

19

### **Methodology**

A systematic literature review was conducted on the Scopus database using the coding scheme *touris\* OR visitor\* AND Flickr*. Results were limited to documents published in English (n=408), and 80 were selected for content analysis because they were related to the spatiotemporal or "space-time" study of visitors.

### **Results and Implications**

A key study areas and implications were identified, providing a roadmap for future research. The methods and their significant contributions have been highlighted, offering valuable insights for advancing tourism research. The most active research areas using Flickr Photos were grouped into a) Descriptive analysis, b) Development of predictive factors, c) Creation of typologies, d) Understanding tourists' decision-making choices, e) Movement pattern and flow, f) Destination consumption, and g) Artificial intelligence and machine learning.

### **Research Limitations**

The use of Scopus database may not include all the documents on Flickr and tourism literature. This research only took into account the geotagged photos from one social network.

### **References Version APA 6th or 7th Edition**

Bettaieb, B., & Wakabayashi, Y. (2021). Comparison of the areas of interest in central Tokyo among visitors by country of residence using geotagged photographs. *Geographical Review of Japan Series B*, 93(2), 66–75. <https://doi.org/10.4157/GEOGREVJAPANB.93.66>

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Solazzo, G., Maruccia, Y., Lorenzo, G., Ndou, V., Del Vecchio, P., & Elia, G. (2022). Extracting insights from big social data for smarter tourism destination management. *Measuring Business Excellence*, 26(1), 122–140. <https://doi.org/10.1108/MBE-11-2020-0156>