



International Tourism Congress ITC2022 Tourism – Going Back/Forward to Sustainability

November (16)17-19, 2022, Łódź, Poland

BOOK OF ABSTRACTS

Organisers:



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Special session on sustainable spatial planning of tourism destinations is to disseminate the results of the project SPOT. Project SPOT was supported by the European Commission under the Erasmus+ Programme (2019-1-PL01-KA203-064946). The ITC2022 and the special session reflect only the position of the authors, and the European Commission and the National Agency are not responsible for the substantive content contained therein or for the use of the information contained therein. For more visit: <https://spot-erasmus.eu/>.

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Organised by

Faculty of Geographical Sciences, University of Lodz (Poland)

in cooperation with

CiTUR Centre for Tourism Research, Development and Innovation.

Practical implications: In subsequent studies, it will also be worth examining and comparing the mechanisms by which the pandemic affected traditional accommodation facilities. It will also be worth exploring more deeply and monitoring the changes in the relationship between tourist homesharing and conventional rental. Research was conducted before the escalation of armed conflict between Russia and Ukraine (24 February 2022). This conflict has become an important factor in the development of STRs in Central and Eastern European cities, and for the analysis of this phenomenon in the studied region. As this research showed, STRs (but also, more broadly, the sharing economy in tourism) in cities are in continual flux, so further studies are necessary—both theoretical and empirical.

Originality: The originality of the study is that it is one of the few to address the impact of the COVID-19 pandemic on the functioning of Airbnb and Vrbo platforms in 14 Polish cities.

Key words: COVID-19; tourism; short term rental (STR); Airbnb; Vrbo; Polish cities.

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5. SOCIAL MEDIA FLICKR IN TOURISM RESEARCH: A CONTENT AND BIBLIOMETRIC ANALYSIS

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Goal: The aim of the paper is to identify the research trends on the social network Flickr usage in tourism studies, presenting and discussing Flickr contributions to Destination Management Organizations (DMO).

Method: Literature review, content and bibliometric analysis using VosViewer software.

Findings: The search carried out in the Scopus platform reveals a growing interest in the use of social network Flickr in tourism studies. The most productive authors, the most relevant journals and the research areas of published articles were identified. With the selected articles a content analysis was performed and the geographic scale of analysis and the methodology used were also identified. Keyword co-occurrence analysis allowed the identification of main research topics with focus on distinctive themes, such as environmental protection and protected areas, tourist destinations and

tourist attractions, among others. The main contributions to the DMO's were selected and analysed. The geotagged data from Flickr photographs allows to capture the movement trajectories of tourists at different scales, to model changes and trends in travel behaviour for different tourism markets, to understand the spatial and temporal distribution of tourists and the dispersion of the economic effects of tourism or to identify the places and attractions most visited or ignored by visitors.

Limitations: The penetration of Flickr usage is not the same in all countries.

Practical implications: DMO managers can use Flickr geotagged photos to improve the management of tourism flows in highly visited areas through the implementation of differentiated marketing strategies, contributing to a more sustainable management of destinations.

Originality: The use of Flickr in tourism research has increased substantially in the last decade, with most of the research conducted in the last 5 years. To our best knowledge, there is no bibliometric analysis conducted using a systematic literature review that would focus on the utilization of Flickr social media in tourism.

Key words: Flickr; Social network; Tourist space-time behaviour; Bibliometric analysis.

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