



book of extended abstracts

XV International Tourism Congress
23rd to 25th of November
*The Image and Sustainability of
Tourism Destinations*

Edited by

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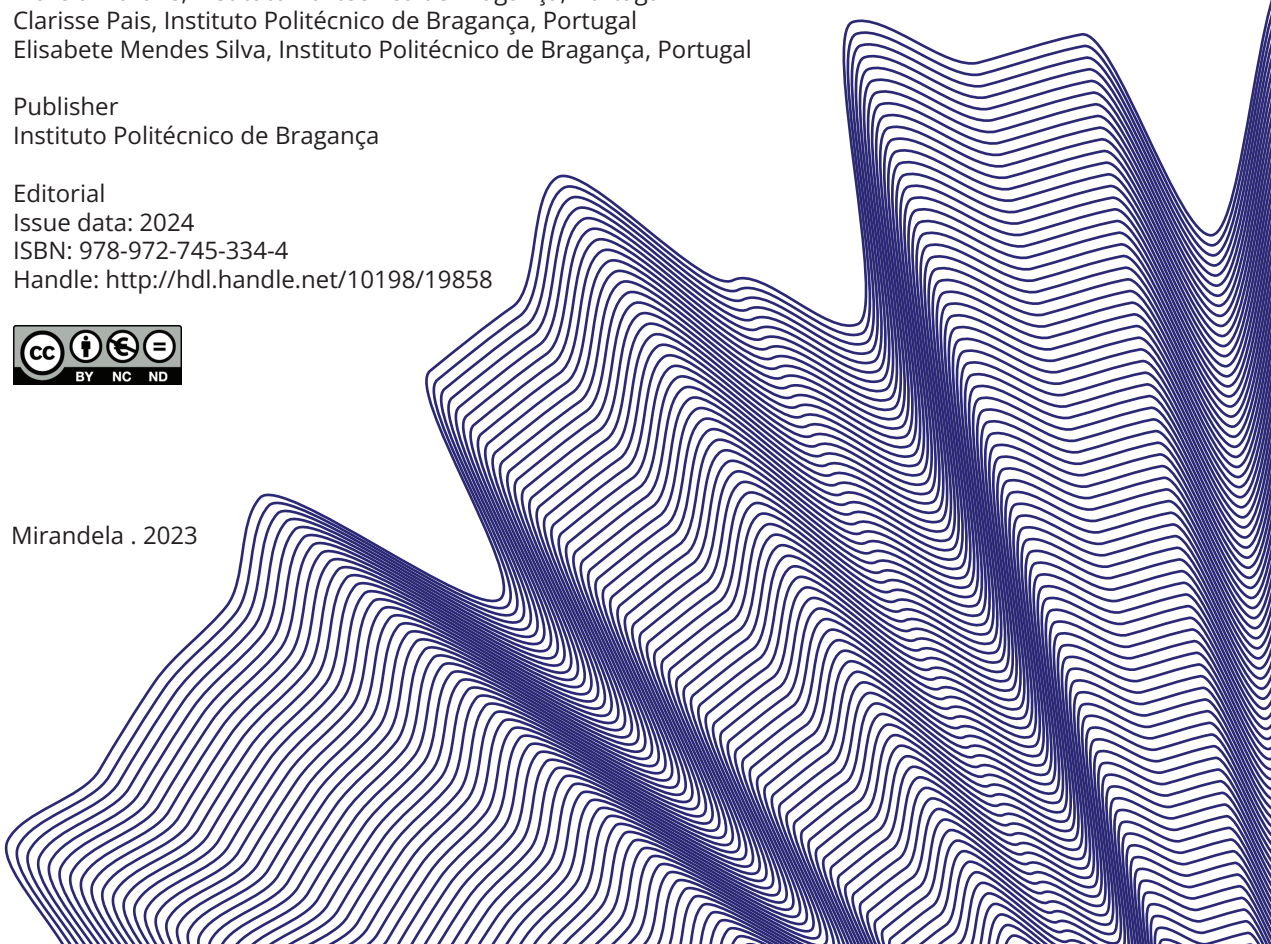
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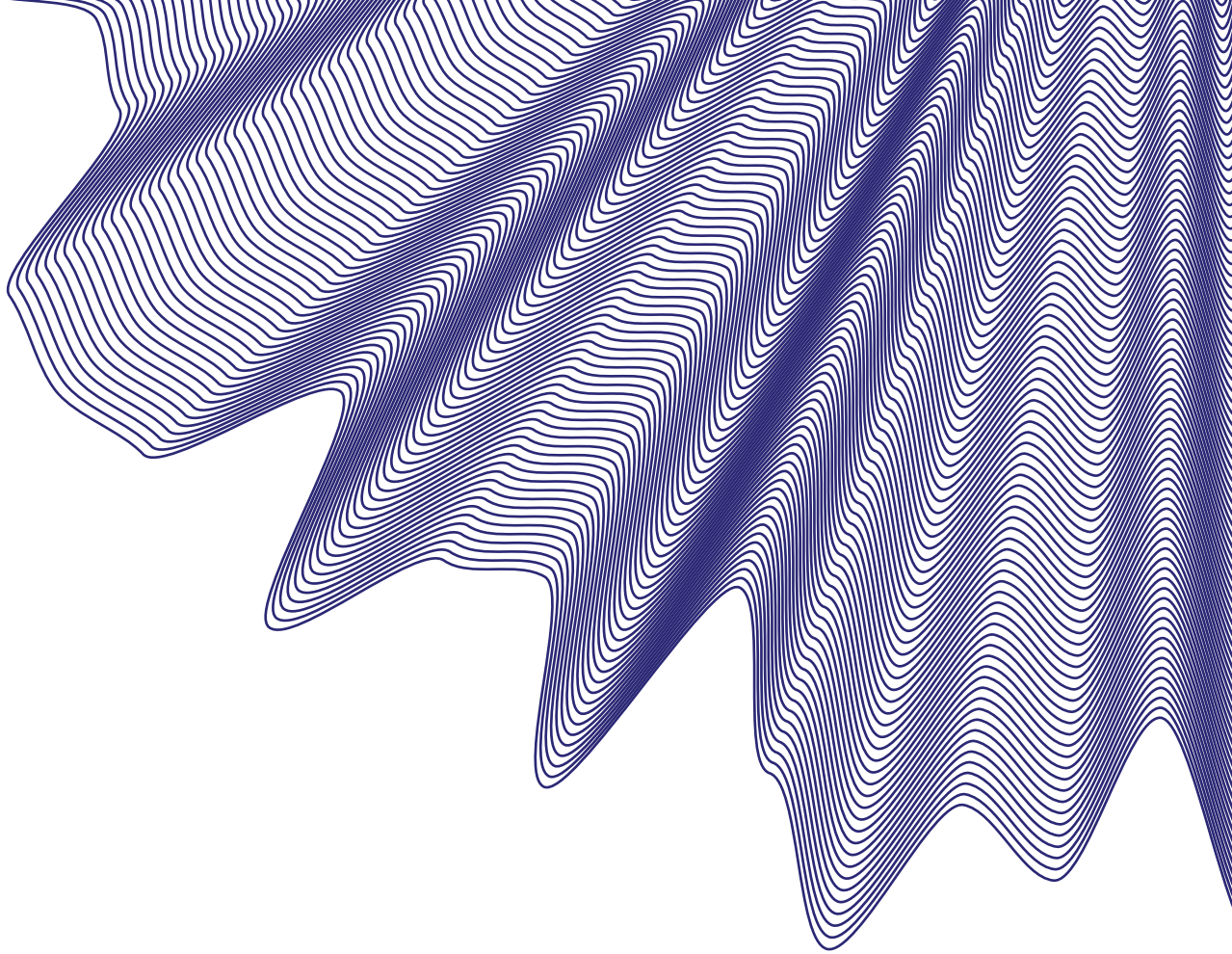


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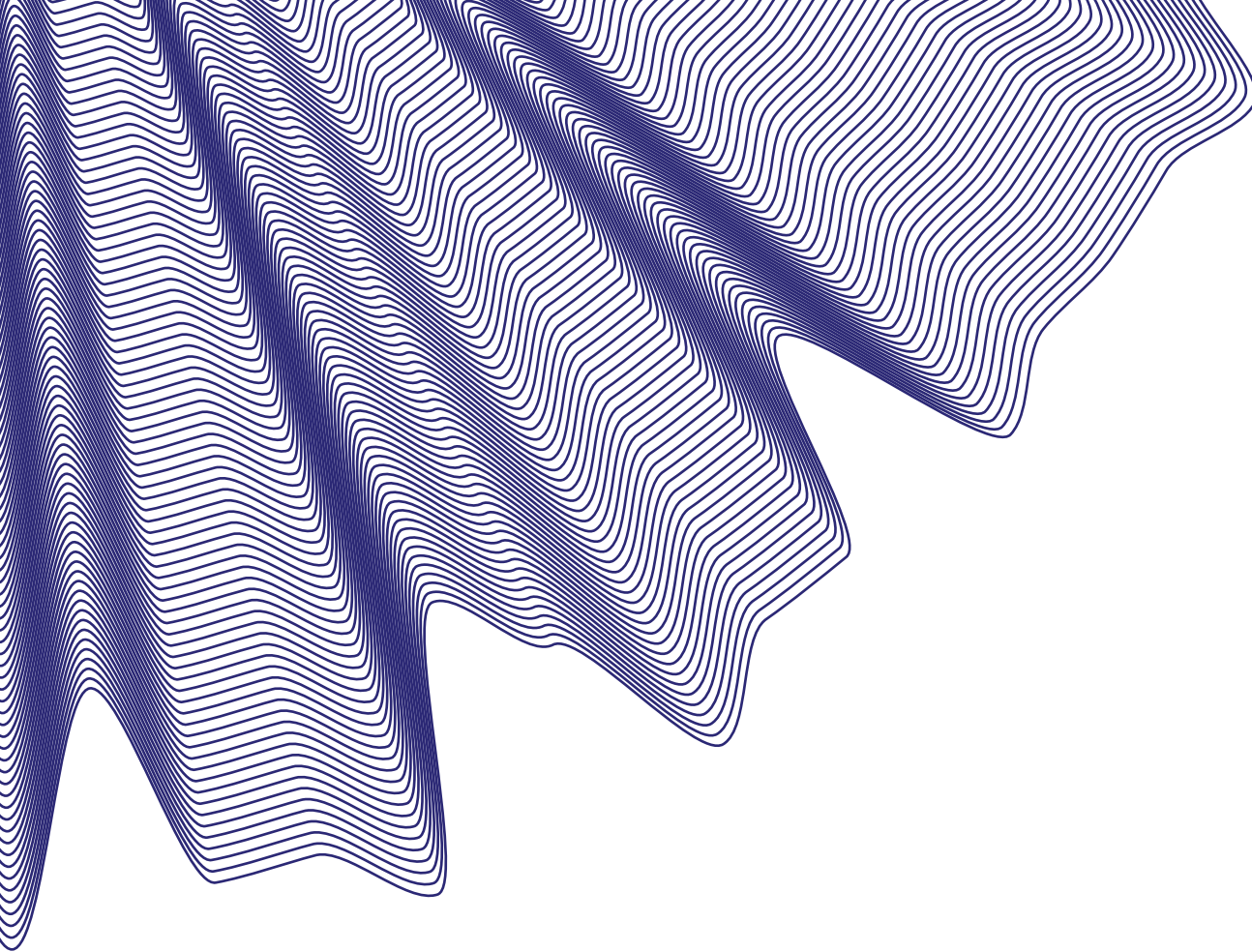
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**XV International Tourism Congress
23rd to 25th of November, 2023**

The Image and Sustainability of Tourism Destinations

Theoretical background for the International Tourism Congress 2023.

The International Tourism Congress (ITC) is the annual scientific meeting of the Centre for Tourism Research, Development and Innovation (CITUR). The XV ITC edition will be organized by the School of Public Management, Communication and Tourism, Polytechnic Institute of Bragança, located in Mirandela, from the 23rd to 25th November 2023.

Back to main theme of the congress The Image and Sustainability of Tourism Destinations the ITC23 will be an opportunity for academics, master and doctoral students to present and discuss national and international experiences on sustainability and development of tourism destinations.

Travelers prioritize destinations and activities focused on environmental sustainability and local community investment, therefore, discussing sustainability and the image of tourism destinations will allow the discussion of the main topics of today's tourism trends.

The congress will bring together researchers in the different fields of sustainability of travel and tourism and invites all public administration members, industry leaders, and professionals who want to learn more about the most recent trends in the field.

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OPENING NOTE

Dear all,

These extended abstract proceedings were produced based on the programme of the 15th edition of the ITC'23 International Tourism Congress held at the School of Public Management, Communication and Tourism of Polytechnic University of Bragança (IPB) between the 23rd and 25th of November, 2023.

The conference was organised in cooperation with CITUR (Centre for Tourism Research, Development and Innovation) and UNIAG (Applied Management Research Unit) and was focussed on the "Image and Sustainability of Tourism Destinations". ITC'23 was an excellent forum for academics, master and doctoral students to present and discuss national and international experiences on sustainability and development of tourism destinations.

Debating sustainability and the image of tourism destinations was an opportunity to discuss the main topics of today's tourism trends. As we can see from the themes analysed in the extended abstracts presented here, the congress brought together researchers in the different fields of sustainability of travel and tourism that shared and applied the best tourism practices. The conference was organised in 4 plenary sessions with 4 keynote speakers and 18 parallel sessions with a total of 106 presentations from several countries.

A research symposium was also organised to support early career researchers and PhD students, through the process of doing research in the field of tourism. It was held on the 23rd of November and participants had the opportunity to discuss with Professor Levent Altinay, in the scope of the most recent topics, trends and methodologies on tourism research. All accepted extended abstracts presented in ITC'23 were double-blind reviewed and are now being published in this book of proceedings.

All the participants also had the chance to engage with various stakeholders, such as academics, tourism businesses and the heads of regional and national tourism organisations. The organisation of the congress was very well received by the region's stakeholders, confirmed by the numerous sponsorships obtained, and it was also covered and promoted by the local, regional and national media.

The organisation of this Congress would not have been possible without the involvement, commitment and dedication of a vast number of people. We would like to express our most sincere gratitude to the members of the organising committee, to the keynote speakers, to the session chairs, to the members of the scientific committee and to the

members of the conference review panel. The third-year tourism students also deserve praise for their excellent work during the days of the congress. Thank you very much. See you at the 16th edition of ITC'24 in Cape Verde!

The ITC'23 Chairs,
Catarina Martins
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THE SERVPERF MODEL AS A QUALITY EVALUATION TOOL IN HOTEL UNITS

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Purpose – The objective of this study is to demonstrate through the use of the Servperf model which variables are most valued by guests in accommodation units in Portugal.

Theoretical framework – This study is based on the Servperf model, which measures the quality of services from the point of view of the guest (customer), identifying each of the 5 dimensions (tangibility, reliability, responsiveness, assurance and empathy), which globally qualify the service of the accommodation unit, identifying processes that can be improved in order to increase overall guest satisfaction. This Servperf model, developed by the authors Cronin and Taylor (1992), seeks to evaluate the quality of services, pointing out alternatives for improvement to the limitations they believe exist in the Servqual model of Parasuraman et al. (1988).

Design/methodology/approach – This research was carried out using a descriptive methodology, using exploratory techniques with the application of a questionnaire with the 22 items referring to the Servperf model and which was applied to all people who had had an accommodation experience in a hotel unit in the last year. A total of 207 valid surveys were collected for analysis. The SPSS (Statistical Package for the Social Sciences) programme, version 27.0, was used for data processing.

Findings – In general, guests are satisfied with the level of service offered by the different hotel units. The item "Employees are dressed appropriately on site" stands out, which has the highest value. In the opposite direction, the item "I receive individualised attention" is the one with the lowest value.

Research, practical & social implications – The Servperf model makes it possible to measure the level of quality of any company that provides services. Thus, by knowing which items are most valued by guests, accommodation units can better adopt strategies that benefit the company (accommodation unit) and the customer at the same time.

Originality/value – Although this service quality assessment method has been applied in many sectors of activity, it has not been widely used in the assessment of accommodation units. Thus, it is intended that it can be used in greater numbers in the different accommodation units in Portugal.

Keywords – Servperf, Services, Quality, Accommodation units.

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CONTRIBUTION OF TOURISM TO ECONOMIC GROWTH AND DEVELOPMENT: AN ANALYSIS AT THE REGIONAL LEVEL IN PORTUGAL

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Purpose – The generation of knowledge on the relationship between tourism and economic growth and development at the regional level is a key issue in the management of tourist destinations, since such knowledge is essential for guiding the design of policies if tourism is to be configured as an economic activity with the capacity to contribute to economic growth and development.

Theoretical framework – Indeed, many countries have shown a special interest in tourism activity, setting up tourist destinations within their territory with the capacity to attract tourists with the aim of producing these economic impacts (Brida et al., 2016), although the development of tourism has not been limited to a national level, but linked to the concept of tourist destination, so that within a country there may be regions with a greater or lesser specialization in tourism (Yenisehirlioglu et al., 2020).

However, both the empirical studies that have analyzed the relationship between tourism and economic growth, which are numerous in the scientific literature, and the studies that have analyzed the relationship between tourism and economic development, which are quite scarce as they belong to an incipient current, have the common link that they have been carried out in a generalized way with national data, so that the knowledge that has been generated about the relationship between tourism, growth and economic development is linked to the consideration of tourism as an activity at the national level (Badulescu et al., 2021).

Design/methodology/approach – Therefore, the scientific literature is generating important scientific knowledge on the relationship between tourism, growth and economic development, but the scientific knowledge generated and the policy implications generated by these results are linked to a consideration of tourism as an economic activity at the national level, when, on the other hand, as has been indicated, the economic impacts of tourism are generated in a specific tourist region within a country and, therefore, the policies developed need to obtain knowledge on the

consideration of tourism as an economic activity at the regional level (Mishra et al., 2019).

Findings – To achieve this objective, this paper empirically analyzes whether there is a causal relationship between tourism, economic growth and economic development, using data for the 7 regions of Portugal linked to the NUTS-2 level according to the nomenclature of Territorial Statistical Units of the European Union, during the period 1995-2021; specifically, the causal relationship is studied through the Granger causality test, applying the adaptation of this test carried out by Dumitrescu and Hurlin (2012).

Research/practical & social implications – This paper makes important contributions to the scientific literature in several aspects: on the one hand, it analyzes the relationship between tourism and economic development, determining the capacity of tourism to influence socioeconomic factors linked to the resident population, when the usual practice has been to analyze only the capacity of tourism as an engine of economic growth.

Originality/ value – It uses a regional level of analysis, as opposed to the majority of works that perform an analysis at the country level, which makes it possible to identify the differences between regions.

Keywords – Tourism, Economic growth, Economic development, Granger Causality, Regional level.

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DIGITAL SKILLS PANACEA: WHAT DO TOURISM AND HOSPITALITY STAKEHOLDERS THINK?

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Purpose – The main aim of this research is to explore the importance of the mastery of digital competences and skills in the tourism industry in Portugal, through the lens of its main stakeholders. The awareness of the need for digital skills as an essential element of quality service at all levels of the tourism industry may influence stakeholders' strategy, recruitment processes, and talent management. This work presents stakeholders' awareness according to the characteristics of the Portuguese business fabric regarding the classification of economic activity, location of the company and size.

Theoretical framework – Being an industry of people, it directly depends on the performance of activities, skills, professionalism, quality, and competitiveness, so it is essential to answer with precise planning politics which should be the most approximated ones to the real needs of the sector. The labor market in the 21st century is in constant change and transformation due to competitive and global economies (Junrat et al., 2014, Vafai, 2016). The detention and training of skilled workforce is more and more necessary since new emerging jobs require new type of skills or the adaptability of the existing ones considering that the needed skills evolve over time (Jeou-Shyan et al, 2011; Spowart, 2011).

Design/methodology/approach – The paper overviews the key results of a questionnaire survey among 555 entrepreneurs of the Portuguese tourism and hospitality sector regarding the importance of digital skills, collected from November 2018 to January 2019 as part of the project HCTourism.

Findings – The results obtained suggest that, in general, the entrepreneurs of the sector are aware of the importance of digital skills as these were highlighted as one of the most important transversal skills listed. Nevertheless, in the perspective of the Portuguese tourism and hospitality stakeholders, digital skills are not the main priority in terms of skills to the upcoming tourism labor generation.

Research, practical & social implications – The identification of the skills needs of the labor market as well as a better communication between the educational institutions and the sector companies are essential to diminish the felt mismatch of skilled workers. This research has, as its main contribution, the identification and refinement of the main digital skills that satisfy the real needs of the tourism and hospitality sector, contributing, this way, to qualified human resources that better respond to the challenges faced by the sector every day.

Originality/value – Given the importance of human capital in tourism, the present research contributes to the increase of knowledge in this field, focusing on the most discussed and challenging digital skills. These results are particularly relevant since they represent the tourism and hospitality stakeholder leaders' perspective, in the Portuguese context.

Keywords – Digital skills, Human capital, Tourism and hospitality management.

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(WITH) TOURISM IN SEARCH OF A NEW HUMANISM – CAN MUSEUMS AND HOTELS HELP CREATE SOCIALLY AND ENVIRONMENTALLY SUSTAINABLE DESTINATIONS?

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Purpose – Within a global context characterized by different types of conflicts that neglect groups such as the elderly, people suffering from mental health conditions or other vulnerable groups, as well as our 'common home', the ongoing research aims at reflecting on how tourism can provide tools to mitigate some of the referred scenarios and on how those practices might impact on the process of destination image creation.

Theoretical framework – In the past few years scholars and researchers have been discussing the need for a new humanism that would bring back people to the core of 21st century policies (Gil, 2022, Kristeva, 2022, Monteiro 2017). Thus, the José Gomes Ferreira statement 'I think of others, therefore I am' retrieved by António Sampaio da Nóvoa in the 21st century makes more sense than ever.

Along several charts declarations and statements (i.e., Lisbon Declaration, 2021) or events (i.e., 2023 International Museum Day dedicated to museums, sustainability and well-being) ICOM has suggested the positive impact that museums and culture in general can have as promoters of social sustainability (Raposo, 2021). On the other hand, also hotels have been sensitive to situations that negatively impact communities and environments and have implemented policies that try to mitigate those.

Design/methodology/approach – This research will firstly focus on social contexts that are in profound need of the new humanism stated by Sampaio da Nóvoa and will then proceed to a review dedicated to four different examples within the frame of tourism, including two museums (MAAT and Fundação Calouste Gulbenkian) and two hotels (Neya Hotel and Hotel Parque Serra da Lousã), depicting and analyzing actual practices that are being carried out regularly and that can be related to the so called new humanism.

Findings – Even if this current research is still a work in progress, one can already conclude that cultural entities commonly associated with tourism and hotels are playing a key role in the implementation of practices that help integrate and support vulnerable

groups that tend to be neglected by society and that those practices might change the perception one has of the destinations.

Research, practical & social implications – The current research aims at being recognized by tourism stakeholders as an alert that the activity could have a deeper impact on society that goes further beyond a mere source of financial revenue.

Originality/value – Tourism studies and research do not focus as often as they should on the humanist impacts that tourist venues such as museums and hotels can have on the local communities that host them.

Keywords – New humanism, Sustainability, Museums, Hotels.

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PERCEPTION OF THE IMAGE OF THERMAL SPAS IN PORTUGAL

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Purpose – The image of destinations is of great importance in the process of developing tourism for a location, acting not only as a way of differentiating itself from its potential competitors, but, mainly, as an attempt to provide economic support for the sustainable development of the destination (Chagas, 2009). The spa sector in Portugal assumes a growing importance in regions with low population density, where most of the resorts are located, as it is sometimes the main employer in the region (Hofer, et al. 2012; Costa & Antunes, 2022). Thus, the main objective of this study is to evaluate the determinants of the image of a thermal destination in Portugal, in order to improve or (re)position the image of the destination efficiently.

Theoretical framework – Given the great competition between destinations, it is crucial to understand the image and image formation of a tourist destination (Hallmann et al., 2015). Thus, to build the image of a spa resort, it is necessary to know what spa customers are looking for and what their expectations are so that managers adjust services to customer preferences (Navarrete & Shaw, 2021; Ramos et al., 2021). On the other hand, improving infrastructure and promoting activities related to thermal tourism are also crucial for the development of this sector's image (Barbosa et al., 2020).

Design/methodology/approach – The methodology used was based on a literature review on the image of destinations and on health and wellness tourism. An analysis of secondary data was carried out and an online survey was used, applied through social networks, in April 2023, obtaining 181 responses.

Findings – The results indicate that only 38.8% of respondents have already attended a spa and that 61.3% did so for well-being reasons, while 38.7% went for treatments.

Ten items related to the spa image were presented on a scale from 1 – not at all important to 5 – very important. An exploratory factor analysis was carried out, finding three factors, in order of importance: Factor 1 – Health benefits (Eigen value of 2.451), Factor 2 – Engaging with nature (Eigen value of 2.024) and Factor 3 – Spas frequented by the elderly (Eigen value of 1.802). These factors explain 62.7% of the total variance.

Research, practical & social implications – Based on the study carried out, the managers of thermal organizations will be able to adjust their products to the real needs of potential customers, improving or repositioning the image that exists about thermal spa in Portugal.

Originality/value – The image of a destination has been widely studied, but still little studied in spas in Portugal, which does not happen in other countries. Thus, it is an opportunity to compare results with other studies and validate certain assumptions.

Keywords – Tourism, Image, Health and wellness tourism, Thermal spas.

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GENDER'S IMPACT ON TRAVEL WRITING. PILGRIMAGES TO THE HOLY LAND IN THE SECOND PART OF THE 19TH CENTURY

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Purpose – The second part of the 19th century brought radical changes which allowed pilgrimages to the Holy Land to become very popular. Political and technological developments changed the conditions of pilgrimage. The changes were reflected also in the numbers of women pilgrims to the Holy Land. Some of them left written accounts which form part of the basis of the article.

Comparison of the "female gaze" with that of "male" is an interesting but too simple task. The class, religion and financial position of pilgrims were sometimes more important than gender. Examining two pairs of relations: two Polish (male and female) and two American (male and female) going to the Holy Land in the second part of the 19th century can be analyzed in comparative cultural perspective: man versus woman, Roman Catholic versus Protestant and Polish versus American.

The Polish sources are relations of two aristocrats: count Adam Sierakowski and countess Katarzyna Potocka. The Americans are: Mrs. Stephen M. Griswold author of "A woman's pilgrimage to the Holy Land" and H.F. Fairbanks who published "A Visit to Europe and the Holy Land". All the trips were in 70s and 80s of the 19th century. All the authors were educated, financially secure and religious.

Were they aware of social expectations during the trip? Was the political and cultural system they come from visible in the sources? Were the source texts intertextual? Is parallel reading of the text helpful in the context of gendered text?

Theoretical framework – New Historicism/ Gender studies

Design/methodology/approach – Comparative and interpretative research. Content and textual analysis of historical sources. Pattern matching.

Findings – Travel accounts are influenced by many factors, including not only gender but also race, age, class, education and political attitudes of the era. The authors (both females and males) presented "superior attitudes" of "civilised" Europeans. Many studies show that Western women travelling to Oriental countries also carried with them a colonial outlook. I would argue that social standing was as important as an imperial

factor which is visible in the case of Polish travellers – coming from a country without colonies. Intersectionality is a helpful framework for analysing a variety of factors.

Originality/value – This study presents the historical nature of gender identity expressed in travel writing. The attitude of Polish pilgrims toward the inhabitants of the Holy Land has not yet been subjected to historical analysis, nor have comparisons between travellers from Polish lands and the Atlantic world been studied.

Keywords – Travel writing, Pilgrimage, “Female and male gaze”, Holy land.

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HEALTH AND WELL-BEING TOURISM: ANALYSIS OF MOTIVATIONAL FACTORS THROUGH SPA EXPERIENCES

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Purpose – The increase concern about health and disease prevention and the average life expectancy increase, in developed countries, are factors that have played an important role in changing the tourist demand for health and wellness destinations (Smith & Puczkó, 2015). In Portugal, health and wellness tourism is one of the country's segments of great importance, with a significant impact on the economy and employment in the regions (Ministry of Economy, 2021). Thus, the objective of this work is to study the motivations of tourists who seek thermal spaces, so that the managers of thermal organizations are able to respond to the new demands of the market. Based on the knowledge of the different motivations, spa organizations will be able to adjust their offer to the demand needs.

Theoretical framework – The high competition between different players in the health and wellness tourism market triggers the organizations' need to know what thermal clients are looking for and what their expectations are so that managers can adjust services to client preferences (Ramos et al. al., 2021). On the other hand, the services and products offer diversification, and together with the sustainable tourism promotion, can attract a wider audience and contribute to the sustainability of the thermal sector (Reis et al., 2019). The study of motivations is therefore relevant as it allows improving the potential of the product, service or experience to adequately satisfy the needs of consumers (Solomon, 2019).

Design/methodology/approach – The methodology used was based on a literature review of the motivations on health and wellness tourism. An analysis of secondary data

was carried out, as well as the use of an empirical research through a questionnaire, having obtained 113 responses. Data were analyzed using the SPSS program. The questionnaire was then made available online through social media platforms (Facebook, WhatsApp and Instagram) and the collected data was analyzed using SPSS.

Findings – The results allow the verification of the existence of different types of motivations, evaluated through a 24-item scale. An exploratory factor analysis was carried out, which identified 5 motivational factors. Factor 1, Motivation by the local heritage (eigenvalue 4.18), factor 2 related to Relaxation and tranquillity (3.70), factor 3 designated Social life in the spa (3.13), factor 4 Benefits of thermal waters (3.07) and factor 5, Family tradition (1.70).

Research, practical & social implications – Based on the study carried out, the managers of spa organizations will be able to adjust their products to the real needs of potential customers, offering specific and personalized products, depending on the different motivations for demand.

Originality/value – The study of motivations has been widely studied in the tourism sector, but it is still not so in Portuguese spas. This study may help to understand the existence of changes in the motivations of spa-goers between the pre-covid and post-covid period.

Keywords – Tourism, Motivations, Health and wellness tourism, Thermal spa.

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MODEL FOR SOCIAL AND SPORTING LEGACY OF SPORTS TOURISM EVENTS

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Purpose – To contribute to validating a model for the social and sporting legacy of sport tourism events in the tourist destination of the island of Madeira.

Theoretical framework – The connection of tourist destinations to transnational sporting events has been used as an economic development factor. Several studies show impacts generated by major and small-scale sporting events that explain social and community change (Hover et. al., 2016; Misener & Schulenkorf, 2016), and development of sport can be enhanced by means of a strategy for empowering and engaging sports events (Perna, Custódio, & Oliveira, 2019; Soares, 2019; Taks, Chalip, & Green, 2015).

Design/methodology/approach – A quantitative and qualitative method based on three tourist sports events held in Funchal (Madeira): *National Swimming Championship 2018*, *Transquadra Sail 2021*, and *Golden Age Gym 2022*. Three data sources were considered: i) a questionnaire applied to 737 participating tourists to assess their perception of the impact of the event; ii) the participation of local sporting associations in organizational functions; iii) the features of sporting events for sports development. The data treatment was based on descriptive statistical and content analysis of qualitative variables.

Findings – Positive economic and financial impacts were evidenced by the participation of thousands of visitors, with each tourist having an average of 2.6 companions, and by expenses incurred during the event. In addition, the sports tourists' assessment of their experience in Madeira was excellent. Nature and the moderate climate seem to be the attributes which were most appreciated by tourists and reinforce the concept of the 3Rs: revisit, recommend and remember the tourist destination.

Concerning the participation of community and local sports clubs as partners in the organization of the sporting event, there is no strategy associated between the knowledge and skills of the sports tourists and the needs of the local community, which would contribute to the legacy and development of local sports. In two sporting events, a program was developed for the participation of local volunteers, with satisfactory

results over a short period of time. The process of recruiting and benefitting from the contribution of the volunteers does not present a structured perspective that would contribute to a post-event legacy.

Research, practical & social implications – For a strategic decision to organize a sport event in a Madeira tourist destination, the commitment of local sports organizations and sport directors, coaches and athletes is important. For example, the transformation of practices and methodologies linked to sports and management and the enhancement of sports talents can be planned from the perspective of the post-sports event impact. It is also necessary to define a model that calls for a strategy for a post-tourism event legacy that requires the participation of local organizations in the planning and decision-making process. Likewise, it appears necessary to include the most important attributes of the tourist destination in the program of the sports event and reinforce the participation of tourists in cultural and traditional practices of residents which present a potential for tourist valorization.

Originality/value – The strategic planning of a sports tourism event aims to bring about a legacy in local social and sports development and contribute to the affirmation of the tourist destination for sporting events.

Keywords – Social legacy, Sport development, Sport event, Tourist destination, Strategy.

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THE MEANING OF ACCESSIBLE AND INCLUSIVE TOURISM IN PORTUGAL AND ITS AWARENESS IN HIGHER EDUCATION TOURISM SCHOOLS

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Purpose – In a previous meeting, the author was invited to present under the theme: Accessible and inclusive tourism: Why we should believe. With the aim of involving the audience, the author chose to use an interactive platform (Mentimeter.com). Therefore, the objective became twofold: i) to discuss accessible and inclusive tourism and its presence in the curriculum of academic courses and research conducted by Portuguese higher education tourism schools, and ii) to assess the opportunity to collect data directly from the audience of a scientific meeting. Both objectives had a positive response, so the purpose of this communication is to share these results.

Theoretical framework – According to the United Nations, "accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities, or age" (UN Website, 2023).

The population of People with Disabilities (PwD) worldwide is reaching one billion (Chernaya et al. 2019). Doubts have been expressed about these numbers, but it is important to recognise that in tourism, the so-called disability market includes much more than 'formally' disabled guests, namely seniors (Huber, Milne & Fyde, 2018). The number of people involved in this market increases once one considers the people accompanying PwD during their travels, for instance family members and friends who are also their caregivers (Lehto et al., 2018).

So, the idea is clear and simple, but is this principle always respected? Is it well-known and practiced in Portugal, including in the higher education schools specializing in tourism?

Design/methodology/approach – A questionnaire was distributed during a scientific meeting attended mainly by Portuguese academics dedicated to tourism and hospitality, using the Mentimeter.com platform and inviting the entire audience to respond online.

Findings – The results showed a participation of 69 delegates (about 2/3 of the average session audience), and almost all of them were actively engaged in the exercise, despite a slight fluctuation in the number of responses throughout the 10 questions asked. On the other hand, the results we obtained revealed significant coherence and meaningfulness.

Research, practical & social implications – Considering the results obtained, we believe that the method used for data collection was validated, at least in cases where the baseline conditions are similar, which is crucial in a time of recognized difficulties in obtaining solid information on almost all topics that scholars use for research. Furthermore, the intention to disseminate the principles of accessible and inclusive tourism, including their presence in classes at Portuguese higher education tourism schools, was also achieved.

Originality/value – The method used for data collection is cheap and easy to implement, but its effective use is not common. Therefore, the validation of its potential can inspire future research and researchers.

Keywords – Accessible and inclusive tourism, Tourism higher education, Portugal, Data collection.

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TOURISM IN CENTRAL LISBON AND BARCELONA: THE RESIDENT'S PERSPECTIVE

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Purpose – The purpose of this study is to present a detailed view of the perception of residents regarding the sociocultural impacts of tourism in central Lisbon and Barcelona, namely in the districts of Santa Maria Maior and Barri Gòtic, as tourism rebounds to pre-pandemic levels.

Theoretical framework – The perception of urban tourism has changed considerably in the last decade, as public spaces, infrastructures, services and attractions originally intended for locals suffer the growing pressures of tourism demand (Koens, Postma and Pap, 2018; Postma & Schmücker, 2017). Reflecting a reaction to these changes and what is seen by residents as a loss of place, overtourism became the catchword in the field before the COVID-19 pandemic, with authors suggesting that it be studied in relation to a larger, evolving social context (Oskam & Wiegerink, 2020). In Lisbon, the area of Mouraria, for example, has been used as a case in point regarding recent shifts in urban dynamics occurring in Southern European countries causing the disruption of previous social balances (Tulumello and Allegretti, 2020). After two years of “zero tourism”, and as the sector recovers to previous levels, a deep understanding of the sociocultural impacts of tourism in urban destinations remains clearly warranted and as necessary as ever (Deery, Jago, & Fredline, 2012).

Design/methodology/approach – The research is integrated in a larger project dedicated to the study of the sociocultural impacts of tourism in these two major European destinations. This second stage will comprise interviews with residents considering the results of previous stages, namely regarding the views of collective

stakeholders, so as to be able to target specific segments of the local population. A grounded approach, “whereby results and theory are generated inductively and where data collection and analysis take place concurrently” (Glasner, 1992), will be used, namely given the exploratory nature of the project and its adequacy in community-based approaches (Dwyer et al., 2017). Data obtained from the interviews will be assigned a place in an emerging typology of socio-cultural dimensions of tourism impacts, namely considering different layers of perceptions, some of which have been neglected in existing research (Deery et al., 2012).

Findings – Considering previous research about the sociocultural impacts of (over)tourism in European urban centers (e.g. Cocola-Gant et al., 2020; Estevens et al., 2023; Koens et al., 2018; Lopez-Gay et al., 2021), the study will yield an up-to-date view of the sociocultural sustainability of tourism based on the perception of residents in central historic districts of Lisbon and Barcelona in this post-pandemic phase.

Research, practical & social implications – Results are expected to provide valuable and original information considering the fundamental views of locals for an improved management of urban areas facing the pressures of tourism.

Originality/value – A more detailed and nuanced understanding of sociocultural impacts of tourism in city centers based on the perception of residents and the study's comparative approach, focusing on two major European destinations, constitute the study's main originality and value.

Keywords – Tourism, Sociocultural sustainability, Urban tourism, Lisbon, Barcelona.

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EVALUATING DIGITAL NOMADS' PREFERENCES IN TOURISM DESTINATIONS: LIFESTYLE VS. SUPPLY REQUIREMENTS

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Purpose – The objective is to understand the profile and preferences of digital nomads who embrace tourism as a 'way of life' and to determine the essential tourism supply elements that should be incorporated into the organization of tourism destinations.

Theoretical framework – The relationship between digital nomads and tourism highlights two theoretical perspectives (Cook, 2020; Hannonen, 2020; Hong, 2021; Nash et al., 2021): (i) one focused on work, which sees the digital nomad as part of a larger group of remote workers who use technology to be mobile; (ii) another focused on lifestyle, which emphasises the strong desire to travel and to reconcile this way of life with work.

Design/methodology/approach – Empirical study using a questionnaire distributed in social networks and online communities of digital nomads, in Portuguese and English. Descriptive analyses were performed, the internal consistency of the measures (α) was assessed, and Pearson's linear correlation (r) was applied between items of the same and different scales.

Findings – The results highlight the needs of digital nomads to reconcile their profession with a freer lifestyle, both in terms of time and space. There are strong links between the needs of digital nomads and the characteristics of destinations in terms of good Internet networks and technological infrastructures, which is in line with the technological perspective already discussed. The social and psychological aspects of the lifestyle are also very important for this audience. In fact, "safety in the destination", "religious/racial/sexual tolerance", "hospitality of the local population", "quality of life in the area", "flexible working hours", "working from home", among others, are essential. These variables show strong associations with the destination attributes of 'infrastructure', 'long season accommodation' and 'cultural and natural attractions'. Living in contact with nature, having freedom, having a professional life that allows you to enjoy nature and physical activity, choosing destinations with mild weather seasons, escaping large urban centers and tourism all year round, always looking for quality tourist

experiences are motivations that guide the choice of tourist destinations, with Portugal being one of the preferred destinations for this group.

Research, practical & social implications – The research offers insights into the development of tailored tourism products for these new tourists: digital nomads. However, its findings are limited due to the small sample size.

Originality/value – Studying the needs of these audiences responds to some of the challenges and future trends in tourism in terms of identifying new market niches.

Keywords – Digital Nomadism, Tourism, Lifestyles, Tourism supply.

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GLOBALIZATION AND WAYS OF BOOKING SERVICES FOR TOURISTS

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Purpose – Booking a hotel, air tickets or car rental services are available for everyone. All of these activities could be done online – recently, travelers have an opportunity to plan their vacation independently. Modern technologies in tourism are changing the methods of booking travel services, that is why nowadays existence of travel agencies is under a big question, whether we can make all necessary operations by ourselves via several web pages, like directly on hotel's, airline's websites, also all necessary services we can find out at only one page such as OTA's websites, or, of course, we can book our trip through travel agencies. The aim of the study is to find out which booking method is popular among Georgian travelers – service of Travel Company, or online booking.

Theoretical framework – The theoretical framework of the paper is the analysis of the scientific of word scientists and international and national organizations.

Design/methodology/approach – We have conducted an online survey among Georgian residents, who like travelling outside and inside their country, the list of questions included 18 multi-choice and 2 open questions. Also we have collected answers of Georgian travel agencies, who work with incoming and outgoing tours and tourism product's users onsite, by enquiry.

Findings – The research has shown that most of Georgians travel at the age of 30-40 and they book tourist products by themselves online, but despite the fact that this way of booking is convenient, cheaper and gives opportunity to change itinerary during the tour, to feel safe and to have more guarantees of purchasing a quality tourist product, they still prefer to use the services of travel companies. It means that, despite technical progress and the opportunity of making booking from Gadgets, the travel companies have not lost their relevance in Georgia. Tourists visit travel agencies, when they want to book less popular destinations with tailor made tours, VIP service, corporate business trip, or when they are interested in guaranteed group tours. In other cases, they book everything by themselves on OTA's, or separately on different pages. They use for

example "Wizz air" for air tickets and for hotels booking.com. It should be mentioned that payment by credit card is very a important part of this type or reservations. Our research was mainly based on in finding out if travel intermediaries are popular in Georgia and if travel agencies feel more disintermediation than before.

Research, practical & social implications – The practical and social implications of the research is the feedback of the questionnaire, which can be used by Georgian travel agencies, also by researchers and students of tourism.

Originality/value – Despite the fact that tourism is an important part of the Georgian economy, there are high schools of tourism and many international students take part in exchange programs. Even though there are some governmental statistics and several books, which are translated by Georgian scientists from other languages, there is still hard to find new research about tourism in Georgia.

Keywords – Travel company, Online booking, Travel service, Globalization, Bookings in Georgia.

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SPATIAL HETEROGENEITY OF TOURIST ACCOMMODATION IN PORTUGAL: OPEN-SOURCE POI DATA, QUICK AND COST-EFFECTIVE ANALYSIS

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Purpose – This study aims to investigate the spatial heterogeneity of tourist accommodation in Portugal. The study intends to provide insights into the geographical dimension of tourist accommodation in Portugal, supporting regional planning and development in the tourism sector.

Theoretical framework – The research is grounded in the theoretical framework of spatial analysis and geostatistics to examine the spatial distribution of tourist accommodations in Portugal. The study utilizes spatial analysis techniques to identify clusters and spatial variations in the distribution of tourist accommodations. These techniques allow for the estimation of the density and concentration of accommodations across different regions of this country. The application of spatial analysis in this study provides a solid theoretical foundation for analyzing the spatial dynamics of the tourism industry and gaining insights into the spatial patterns of accommodations within Portugal.

Design/methodology/approach – The data collection process involves gathering and pre-processing the POI data specific to tourist accommodation establishments in Portugal. Subsequently, KDE and Empirical Bayesian Kriging techniques are applied to estimate the density and spatial distribution of different types of accommodations. The results are visualized and interpreted using suitable software or tools.

Findings – This study demonstrates the utility and effectiveness of utilizing POI data as a method to uncover the spatial dynamics of tourist accommodation, providing valuable information for decision-making and enhancing the understanding of the tourism landscape in Portugal. The study will provide maps and visualizations that illustrate the clusters, hotspots, and spatial variations in different types of accommodations. The findings will shed light on the spatial heterogeneity of tourist accommodation, highlighting areas with high and low densities of accommodations. High-density areas indicated popular tourist destinations and urban centers, while lower-density regions suggested untapped tourism potential or areas prioritizing other economic activities.

Research, practical & social implications – The study's findings will have theoretical implications by contributing to understanding the spatial dynamics of tourist accommodation in Portugal. The research will also have practical implications by providing valuable insights for regional planning and development, helping policymakers and tourism stakeholders make informed decisions regarding the distribution and management of tourist accommodations. Moreover, the study may have social implications by promoting sustainable tourism practices and enhancing the overall tourist experience in Portugal.

Originality/value – This study's main contribution lies in its analysis of the spatial heterogeneity of tourist accommodation in Portugal, utilizing open-source point of interest (POI) data and employing a quick and cost-effective spatial analysis method. The utilization of open-source POI data and the adoption of a quick and cost-effective method provide an innovative approach for analyzing the spatial dynamics of tourist accommodations, offering practical value for decision-makers in the tourism industry and regional planning authorities.

Keywords – Tourism, Accommodation, Points-of-Interest, Spatial heterogeneity.

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ENGAGING TOURISTS WITH THE CULTURE OF RURAL AREAS: THE CASE OF SMALL-SCALE FESTIVALS IN SOUTHERN EUROPE

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Purpose – The purpose of this study is to evaluate the potential of the Southern Europe creative small-scale festival, as well as to analyse their impacts and challenges that they may face in the future. Southern Europe holds significant importance due to its abundant cultural heritage, which guarantees a diverse range of offerings and the development of various activities. These facts can provide a way to promote the preservation of local cultures at risk of extinction and to unlock the complete economic potential of these Creative Tourism events.

Theoretical framework – Over the last 30 years, the number of events of any type designed to attract tourists has significantly increased (Quinn, 2009; Ziakas, 2016; Bakas et al., 2019). Events hold great significance for international tourism and contribute to the economy and well-being of host communities (Getz and Page, 2016). Event Tourism is a segment of tourism that envisages festivals and events as means to develop and enhance destinations' image, as well as to attract tourists. It plays an important role in the economic development of regions by fostering engagement with local communities through a mixture of local handicrafts, food, and traditional practices (Giaccone and Galvagno, 2021).

Design/methodology/approach – This study uses both primary and secondary data. A geodatabase was constructed, incorporating 164 festivals in Southern Europe that were registered on the FestivalFinder.eu, operated by the European Festivals Association Platform. The analysed festivals took place between April 2019 and May 2020. In order to gain insights into South European festivals within the realm of Creative Tourism, we conducted an analysis of representative examples from Italy, Greece, Slovenia, and Portugal.

Findings – In Southern Europe, one encounters notable challenges in terms of economic development in small cities and rural areas. Rural areas often remain outside the mainstream tourism circuit. Local stakeholders commonly use small-scale festivals to revitalize the local communities, becoming tourism products. Out of the 164 events analysed, 12 small-scale festivals with fewer than 500 attendees were identified. These festivals were found to lack moments of engagement between attendants and local community through workshops or ateliers. Nevertheless, organisers reveal those festivals had significant local positive impacts and should be far from massification. The lack of support structures for these events has been identified as the main weakness.

These are some significant thoughts for developing rural areas and more deprived regions where local communities, associations and other stakeholders have an important role in event dynamization (Bakas et al., 2019).

Research, practical & social implications – Festivals become tourism products staged for commercial purposes, making substantial contributions to local economies. They also play an important role in preserving local culture, as well as providing opportunities for recreation and leisure. Besides, they can give a competitive advantage to the territory by targeting special interest markets that align with social and economic objectives.

Originality/value – Despite the extensive literature on events, the analysis of small-scale festivals in medium and small-sized cities and rural areas and their importance for territorial development still constitutes a gap in the tourism field. This knowledge gap served as one of the motivations to examine these festivals in various countries. Importantly, this research also highlights the relevance of these festivals for Creative Tourism, underscoring their potential impact on fostering creativity, cultural exchange, and sustainable development in the tourism sector.

Keywords – Rural development, Creative tourism, Small-scale festivals.

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THE POTENTIAL OF ARTIFICIAL INTELLIGENCE FOR TOURISM EDUCATION

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Purpose – The purpose of this paper is to describe the potential of Artificial Intelligence (AI) for Tourism Education, so that higher education students can have different opportunities to be prepared for the labour market, especially one that will be heavily influenced by AI.

Theoretical framework – The theoretical basis used to support the research is a literature review on the main features of AI that can be implemented in Tourism Education. On the realm of education, we face an inevitable paradigm shift that requires, for instance, prompt engineering as a fundamental part of digital literacy and, therefore, new ways of thinking and acting on information and knowledge need to be brought to the teaching and learning methods (Bozkurt, 2023; Tlili et al., 2023). On the tourism side, there are different competences involved, namely the ones that may directly influence tourism businesses, in order to provide AI-enhanced experiences that improve operational efficiency (Liu et al., 2019), create a competitive advantage by optimising processes, and create new innovations (Grundner & Neuhofer, 2021) for customer satisfaction and enhanced experiences (Elkhwesky et al., 2022; Liu et al., 2019).

Design/methodology/approach – This is a theoretical essay about how AI can be implemented in Tourism Education, considering its implications both for Education as well as for Tourism.

Findings – ChatGPT, which has recently been registered as a journal author by a major publisher, lists a number of ways how AI can be integrated in tourism education, namely through the use of virtual reality and augmented reality, intelligent tutoring systems, gamification and simulations, data analysis and predictive analytics, social media analysis and others. Other authors believe that as educators become aware of the new capabilities of AI, they will be able to update their pedagogical practices, but also promote a responsible use of chatbots (Skraovskaya et al., 2023; Ivanov, 2023).

Research, practical & social implications – There are limitations in the study as there is only scarce information in literature about this emerging topic. However, we believe there can be practical implications for Tourism schools to know how to implement AI tools and to realise how they can be beneficial for students to develop their skills. There are also social implications that are related to ethics in the use of AI that should be taken into account.

Originality/value – Considering the fact that AI is an emergent topic in Education and other fields of study, we believe it is important to see how Tourism Education in particular can be affected by these new tools and how they can be used as an advantage for students so that they can be prepared for their professional future. Personalised learning through AI can “greatly stimulate students’ sensory thinking and improve students’ enthusiasm” (Xing, 2022), so educators should be able to take advantage of these new tools the best way possible, and knowing about their potential can be a good way to start.

Keywords – Tourism education, Artificial intelligence, Students, Higher education.

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TOURISTS' PERCEPTIONS ON THE REUSE OF BUILT CULTURAL HERITAGE: TOURIST ATTRACTION VERSUS HOTEL

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Purpose – The objective of this study is to assess tourists' perspectives regarding the optimal approach for repurposing built heritage, namely as a tourist attraction or as a hotel facility. The decision to convert built heritage into either a tourist attraction or a hotel unit relies on multiple factors and specific objectives. Both options possess their own merits and drawbacks, thus necessitating thorough analysis.

Theoretical framework – When reusing built heritage, it is important to consider its historical, cultural, or architectural value. Therefore, preserving its integrity and transforming it into a tourist attraction can be crucial. In such cases, the site can be opened to the public, allowing visitors to appreciate and learn about its history, which contributes to its preservation and sustainability. On the other hand, converting built heritage into a hotel can be a viable option if there is significant tourist demand in the region and the physical structure is suitable for accommodating guests. By transforming the built heritage into a hotel, comfortable accommodations and services can be offered to visitors, generating revenue for maintenance and potentially creating job opportunities for the local community. Hence, understanding market demands and preferences becomes essential. If the region lacks sufficient hotel units, converting the building into a hotel may be a wise choice. However, if tourists seek authentic and unique cultural experiences, transforming the built heritage into a tourist attraction may prove more appealing.

Design/methodology/approach – In this study, a quantitative methodology was employed to examine, from a hypothetical-deductive standpoint, whether tourists' perspectives on the reuse of built heritage differ based on the significance they attribute to its historical, cultural, or architectural value. Data was gathered in one instance through a survey questionnaire utilizing a probabilistic sampling approach. This type of sampling enhances the likelihood that the sample accurately represents the population. The research included 633 tourists from various European countries who participated in

the questionnaire. Of these respondents, 79.0% visited Lisbon for leisure purposes, and their duration of stay was at least one week.

Findings – The results indicated that, overall, tourists generally agree that built heritage should be repurposed as a tourist attraction. By converting these structures into hotels, it becomes feasible to provide visitors with comfortable accommodations and services, thereby generating income for the maintenance of the building and potentially creating employment opportunities for the local community.

Research, practical & social implications – The reuse of built heritage as a tourist attraction enables the dissemination of local culture, the preservation of traditions and cultural heritage, the perpetuation of collective memory, the boosting of the local economy, the revitalization of the place or region, the development of cultural and historical tourism, the enrichment and diversification of visitors' experiences, as well as the improvement of access to heritage for both visitors and residents.

Originality/value – Heritage spaces promote tourism attractiveness and serve as a robust economic driver for the tourism industry. Analyzing tourists' perceptions of heritage and tourism management is crucial for economic reasons and heritage rehabilitation. This study is essential to comprehending how tourists perceive and respond to various forms of built heritage reuse. It can assist heritage management authorities in making informed decisions aligned with tourists' expectations and interests. Furthermore, this analysis contributes to the development of sustainable and culturally responsible management strategies.

Keywords – Built heritage, Reuse of cultural heritage, Tourist attraction, Hotel unit.

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NON-CAPITALIST PARADIGM OF TOURISM DEVELOPMENT: EVIDENCE FROM RURAL POLAND

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Purpose – We are aiming to understand how the development of tourism is seen from a rural perspective in Poland. Non-capitalist ontologies might be easily identified in rural areas, and contribute to alternative understanding of development. This is a chance for more sustainable development of tourism shaped by its crucial determinants: human and social capital (Durydiwka, 2012).

Theoretical framework – Economic and social effectiveness of tourism development in rural areas depends on whether rural areas become destinations rather than places visited on-the-way (Wilson et al., 2001). Thus, the success of tourism development in rural areas, as well as rural renewal are strictly linked with the development of accommodation facilities. However, regarding postulates of sustainable tourism or just tourism (e.g., empowerment of local communities, social and spatial justice, inclusion, equity), the notion of 'tourism development' should be defined from a local rather than a general or mainstream perspective (Napierała et al., 2022a).

Concepts such as 'alternative tourism', 'community-based tourism', 'community benefit tourism initiatives', 'pro-poor tourism' or 'justice tourism' stimulate discussion about new paradigms of rural development, including the development of tourism in rural areas: growth can be replaced by empowerment, inclusion and transfer of benefits (Ghasemi & Hamzah, 2014; Jones, 2005; Napierała et al., 2022b; Rastegar et al., 2023).

Design/methodology/approach – In-depth interviews were the main qualitative method applied to achieve the research goal. 14 owners and managers of accommodation facilities located in Lodzkie Voivodeship (Central Poland) were interviewed in the summer holiday period in 2019. Mentioned owners and managers represented various types of investigated lodging entities: agritourism farms, hotels, and conference and recreation centers. Accommodation facilities considered for detailed research were selected from 399 entities operating in rural areas of Lodzkie Voivodeship, identified by the Regional Tourism Organization of Lodzkie Voivodeship in 2019.

Findings – Some of the respondents were confused when trying to define the notion of 'development' related to their economic activity clearly and precisely. However, some of them indicated that development of accommodation facilities must refer to the general development of the place they operate. Thus, the term was discussed in the wider context of quality of life, wellbeing, and wellness. On the other hand, development of the accommodation facility means simply increase of supply, occupancy or quality, but also achieving excellence in meeting expectations of visitors and tourists, and creating career opportunities for employees. Interestingly, some respondents indicated that they achieved the top of the development process, nothing more can and should be done. Moreover, they worried that development (defined due to the neo-liberal paradigm) states in contrary to the core values of agritourism.

Research, practical & social implications – Discussion on the future of tourism must include the problem of changing paradigms of development: from capitalist growth towards non-capitalist alternatives. Thus, the paper has significant implications for both policy makers on the one hand, and owners and managers of accommodation facilities in rural areas on the other.

Originality/value – The discussion on alternative, non-capitalist ontologies shaping common understanding of development is quite limited for rural European regions. The goal of this paper is to fulfill this research niche. Especially, that alternative ontologies of development are geographically differentiated.

Keywords – Rural areas, Development, Non-capitalism, Accommodation facilities, Poland

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THE IMAGE OF PORTUGAL AS A DESTINATION FOR EQUESTRIAN TOURISM

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Purpose – The purpose of this work is mainly based on knowing equestrian tourism as a tourism product and as a form of tourism in Portugal, this way, allowing the topic of the image that Portugal holds, as an equestrian tourism destination, to develop. With this in mind, it is intended to answer the following questions: 1) Who is the tourist who practices equestrian tourism in Portugal? 2) What is the image that Portugal holds as an equestrian tourism destination? 3) What are the motivations behind tourists who practice this sport in Portugal?

Theoretical framework – Equestrian tourism has experienced significant growth over the past two decades. Sousa (2022) points that the change in the role of the horse in society has promoted the development of horse riding as a leisure activity and as the source of a new type of tourism: equestrian tourism. According to TURIHAB (2012), equestrian tourism is defined by the tourist activity that uses the horse as the main factor of tourist attraction. Equestrian tourism is integrated into adventure tourism held in rural areas and is one of the most popular forms of tourism among younger people (Duarte, 2020). This type of tourism is responsible for great benefits such as the economic growth of regions and combating seasonality and desertification of rural areas. Tomljenović et al. (2018) report, however, that research on both the supply and demand of equestrian tourism is still rare and fragmented, delaying the creation of a coherent corpus of knowledge. According to Ollenburg (2005), there are many demand-side research questions, including: what kind of people acquire the various equestrian tourism products available? What do tourists expect to get and are these expectations fulfilled? What other activities do they engage in? For Magalhães (2015) there are many factors in Portugal

that can promote the development of the country's equestrian tourism that should be analyzed.

Design/methodology/approach – The methodological approach was based on a literature review and 4 exploratory interviews with enterprises related to equestrian tourism. Following this, a questionnaire survey was developed for tourists who practice (or have practiced) equestrian tourism in Portugal, in order to create a profile and understand the features that Portugal holds. A total of 116 questionnaire surveys were validated, applied to national and international tourists, which were then analyzed using the IBM SPSS Statistics 26 program.

Findings – The results allowed to understand that the equestrian tourist has several reasons that lead him to practice equestrian activities in Portugal, among them the breed of the horses (particularly the Puro-Sangue Lusitano), the quality and reputation of the services, the quality of the facilities, employees and the instructors, the proximity to the horses, the gastronomy, the landscape and the surrounding nature, the feeling of relaxation and the getaway from the routine. The equestrian tourist in Portugal is motivated by the experiences that embrace nature in equestrian activities, enjoys participating in new forms of tourism at the same time, which indicates that equestrian tourism is increasingly becoming an experience that engages with several types of tourism.

Research, practical & social implications – This research allowed the identification of several motivational factors and the improvement of the profile of the equestrian tourist, contributing to a better interpretation of Portugal's image as an equestrian tourism destination. The study of the motivations allowed to understand what leads the equestrian tourist to acquire a product or service, where they seek these services, why they seek, among other useful variables that help destinations to adapt their way of promoting themselves. Regarding the image of Portugal as an equestrian tourism destination, it was found that there is still a lot of work to be done in this area, as Portugal has a number of assets, such as the horses, the quality of the services, the facilities, the staff, the coaches, the gastronomy, the landscape and the surrounding nature.

Originality/value – The equestrian tourism is a topic that has not been studied extensively worldwide, and also in Portugal. This study contributes to a more recent approach to the motivations and the image of a destination related to equestrian tourism.

Keywords – Equestrian tourism, Tourist profile, Destination image, Motivations.

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INTERPRETATIONS OF STAKEHOLDER'S' PERSPECTIVES OF REGIONAL DEVELOPMENT THROUGH INDUSTRIAL TOURISM ROUTES

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Purpose – The purpose of this study is to explore stakeholder perspectives on regional development facilitated by industrial tourism routes. It aims to examine the interpretive frameworks employed by stakeholders to understand and support industrial tourism as a means of fostering regional development. The study seeks to identify key themes and insights from stakeholder discourse that shed light on the significance of local culture and heritage, the role of partnerships and collaboration, and the necessity of sustainable development practices.

Theoretical framework – The study focuses on the importance of linking industrial tourism routes with regional development (Otgaar, et al., 2010). This form of tourism is becoming increasingly significant in urban landscape planning and the preservation of cultural heritage (Zhang et al., 2021). It is also worth noting that residents of an industrial location tend to recognize the significance of industrial heritage as an asset of their region (Guerra, T, 2022), therefore, to bolster industrial heritage tourism, it is essential to have their support (Xie et al., 2020). Further, it facilitates the development of neighboring regions and the holistic enhancement of industrial communities as outlined by Hersperger et al. (2020), moreover it is acknowledged as having a key role in sustainable development (Gravagnuolo, A. et al., 2021).

Design/methodology/approach – The research employs a qualitative analysis, gathering data through interviews conducted with actors directly engaged in the industrial tourism routes. The interviews provide rich insights into the stakeholders' perceptions, beliefs, and experiences related to regional development and industrial tourism. The collected data is analyzed using thematic content analysis, facilitated by WebQda Software.

Findings – The analysis of stakeholder discourse revealed several key themes pertinent to industrial tourism routes and regional development, lying this responsibility in stakeholders such as municipal authorities and external entities from different regions as also stated by Bockelmann (2023).

The study highlights the significance of considering both tangible and intangible aspects that influence visitors' perceptions, thoughts, and behaviors towards their physical surroundings. The results emphasize the importance of showcasing unique industrial resources in each location, fostering a connection between the industry and the visitor. Additionally, the findings underscore the value of local culture and heritage, the role of partnerships and collaboration, and the need for sustainable development practices in achieving successful regional development through industrial tourism.

Research, practical & social implications – The study contributes theoretical implications by offering insights into stakeholder perspectives on industrial tourism and regional development. It provides a deeper understanding of the potential benefits and challenges associated with industrial tourism routes, as perceived by those directly involved. The findings can inform managers and decision-makers in developing strategies that effectively leverage industrial resources, promote local culture, foster partnerships, and implement sustainable practices. Furthermore, the study highlights the importance of considering the social and cultural impacts of industrial tourism, ensuring that development initiatives are aligned with the interests and values of the local community.

Originality/value – This research contributes to the advancement of research by exploring stakeholder perspectives on regional development through industrial tourism routes. It offers a comprehensive analysis of interpretive frameworks employed by stakeholders and identifies key themes that influence the success of industrial tourism initiatives. The study's originality lies in its focus on understanding the complex dynamics and considerations involved in utilizing industrial tourism as a catalyst for regional development, thereby providing valuable insights for academia, industry practitioners, and policymakers.

Keywords – Heritage, Industrial tourism, Routes, Regional development, Portugal.

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ACCESSIBILITY IN RELIGIOUS TOURISM: FATIMA SANCTUARY

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Purpose – Religious tourism is considered one of the oldest forms of tourism and has been growing year after year, being one of the main motivations for travelling. Accessibility has also been a theme that has been gaining strength and visibility in the society.

In the presentation, the authors bring together these two themes, based on a case study, Fatima sanctuary.

Theoretical framework – The theoretical contextualization is supported, on the one hand, by reviewing the literature on the concepts of religious tourism, pointing out the demand characteristics (especially pilgrims), the supply characteristics (in particular, sanctuaries) and, on the other hand, by reviewing the literature on the various types of disability (in particular, the three types included in the case study).

Design/methodology/approach – Apart from the literature review, the authors interviewed people with disabilities: wheelchairs users; elderly people who need a cane to walk; pregnant women (pregnancy despite not being considered a disability, it brings difficulties in longer displacements). After having collected the data, also the one in charge for these kind of questions in Fatima Sanctuary was interviewed, being confronted with the obtained data.

Findings – The results show that this religious tourism destination is well prepared to receive disabled visitors. Almost all interviewed showed satisfaction considering the structures for disabled guests and almost all interviewed would advise this religious destination to other disabled people.

Research, practical & social implications – No doubt, Fatima Sanctuary is a good example of a tourism destination which is worried about the welcoming of disabled guests. Further research should be carried out to know if the same happens in other Portuguese and international sanctuaries.

Originality/value – Very few works have been written about the intersection between religious tourism and accessibility. With the increase in the average age of tourists, it is

normal that the number of people with physical disabilities increase and, therefore, tourist destinations need to be more aware and prepared for this reality.

Keywords – Religious Tourism, Accessibility, Fatima Sanctuary.

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SUSTAINABILITY LEADERSHIP IN HOSPITALITY: WHAT ARE THE SKILLS NEEDED?

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Purpose – This study aims to understand the learning needs of Portuguese Hospitality Managers in order to acquire the necessary skills to apply Sustainability Leadership in their organisations.

Theoretical framework – Sustainability Leadership focuses on developing people, in order to adapt to new technologies in a difficult and constantly changing environment, to achieve a high level of performance and business effectiveness. The leader is willing to be helpful, coordinate efforts, and make consensus with his followers to achieve common goals including the ones that come from several stakeholders.

Sustainability leaders face multiple challenges that need to be effectively managed through digital interventions. Digital tools can help leaders apply better control on processes, and allow them to timely react and rectify identified distortions. These tools cannot be effective unless there is a cooperative environment that shares sustainability values.

Design/methodology/approach – This qualitative study used a semi-structured interview to achieve the study goals. All the interviews were conducted online. Data were analysed according to thematic analysis. Our participants were 10 Portuguese hotel managers from several lodging types. Four were men (40%), and six were women (60%). Regarding their age, one is below 30, five are between 31 and 40, and four are between 41 and 50.

Findings – Regarding the sustainability of the organisation, our participants consider the most important factor the increased focus on long-time perspective, safety issues, and corporate social responsibility aspects. Half of our participants referred to the existence of specific policies related to sustainability. These policies are mainly related to specific group policies and specific demands for applying to projects in the field of sustainability. Most of our participants referred to the inclusion of sustainability in their

vision and mission. The EU Green Deal and UN Sustainability Development Goals are known to almost our participants and they have well implemented several strategies.

Most of our respondents considered that they have advanced digital skills even in complex contexts. Nevertheless, the level of digitalisation of their organization is in majority in an advanced level but there are some in an Intermediate level of digitalization. Additionally, social aspects in sustainability and soft skills are also important dimensions when applying to sustainable leadership in hospitality. The most valued soft skills for leadership by our participants were solution-orientated, resilience, critical thinking, communication, and team spirit. On the other hand, the less important practice was time management.

Research, practical & social implications – Our results suggested that sustainability is an important issue for hospitality managers, although their level of implementation is different among the kind of lodging and in the different dimensions of sustainability. Environmental sustainability practices are the most implemented. These results reinforce the importance to develop sustainability leadership skills in the hospitality field. Does the study have theoretical implications and limitations? What are the practical implications? What are the possible social impacts?

Originality/value – This study is in line with the new industrial strategy adopted by the European Commission helping the hospitality industry to achieve green and digital transformations and to boost the EU's global competitiveness and open strategic autonomy by 2030.

Keywords – Leadership, Hospitality, Skills, Sustainability.

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THIRD PARTY'S PERCEPTION. SELECTED BRITISH AND AMERICAN ACCOUNTS ON POLISH AND GERMAN HERITAGE OF INTERWAR POMERANIA

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Purpose – Lands that until 1772 constituted the Polish province called Royal Prussia had a long and complicated history, with Poland and the Teutonic Order (and its heirs) competing for power over the area. At the end of the 18th century Pomerania became part of the Kingdom of Prussia and, except for the Napoleonic era, the region remained under the rule of Berlin until 1918.

After World War I most of the land of the former Royal Prussia was incorporated into Poland, while Danzig became a free city. This solution did not satisfy either side, contributing to almost permanent tension in relations between the two countries. The aim of the proposed text is to analyse how the Polish-German heritage of Pomerania was perceived by people who were not involved in the conflict, but were interested in the disputed area and its history. The experience of visiting Gdansk and Pomerania, which the researched authors shared with their readers, reveals an interesting picture of the region (Winter, 1923, Newman, 1935). Moreover, the impartiality of these authors offered a valuable opportunity to look at the conflict from distance, and to acknowledge the assets of the multicultural heritage of the territory, only partly preserved after the devastation of World War II and the neglect of later years.

Theoretical framework – Historical research based on the narrative theory and the discourse analysis, perceiving historical accounts as cultural artifacts, with analysis focusing on the authors deliberate approaches and assertoric statements.

Design/methodology/approach – The basis of the text is a comparative historical analysis of the accounts of selected British and American authors visiting Pomerania and/or Gdansk in the interwar period. Published materials will be the only ones taken into account. However, in order to obtain as complete a picture as possible, statements of people who visited Pomerania at different times (the situation changed in the 1920s and 1930s) and with various ties to Poland or Germany will be examined, including those who spent several years in interwar Germany or Poland (for example Paul Super), as well as those for whom their stay in Pomerania was incidental. The analysis also takes into account the perspective of cultural tourism (Mikos v. Rohrscheidt, 2016).

Findings – The manner of describing the inhabitants of Pomerania and their customs, the objects the analysed authors selected to visit and depict, as well as the terminology they used (especially terms of German or Polish origins) made it possible to identify the way the region and its heritage were perceived by the analysed British and American authors. The Free City of Danzig is also an important element in some of the accounts studied, with some authors clearly distinguishing between the city, inhabited mainly by Germans, and other areas of Pomerania, where national differentiation was much more visible. Moreover, this interwar picture was confronted with selected earlier and later accounts (Winter, 1913, Newman, 1969). It allowed to trace changes resulting from the modified approaches of the authors as well as caused by the modified political situation of the area.

Research, practical & social implications – Some reminiscences of World War II are still visible, for example in the activities of German organizations of displaced persons, maintaining awareness of the ties between, among others, Pomerania and Gdansk with German culture; these efforts are received in different ways by Poles. The purpose of this text is to expose the diversity of the historical heritage of Pomerania and Gdansk as an important asset, already visible to impartial observers before 1939.

Originality/value – The text focuses on an unbiased view of historical and cultural heritage of Pomerania, which is conducive to showing and promoting the value of its timeless, multicultural character, including the aspect of tourism.

Keywords – Heritage of Pomerania, American and British travellers to interwar Pomerania, Polish-German relations in interwar period, Free city of Gdańsk.

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LITERARY TOURISM IN NORTHERN PORTUGAL: AN EXPLORATORY PERSPECTIVE

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Purpose – The present study intends to structure a tourist offer based on literary tourism, with the proposal of literary routes in the Northern region of Portugal, in particular the municipalities covered by the Regional Tourism Authority - Entidade Regional de Turismo do Porto e Norte (ERTPNP), through the dynamisation of its literary heritage and its socio-cultural stimulation. It is expected to contribute to the promotion of tourism policies oriented to the development of new products and experiences, based on the identity and specificities of the different territories involved, with relevant authors and works. In addition, it is expected to develop a prototype of an APP for the promotion and dynamisation of one of the literary routes, the most representative of the literary heritage of the region which will provide an immersive and rich experience. A process that will involve the different stakeholders.

Theoretical framework – Literature and travel are linked (Bu et al., 2021; Weiss, 2021). Literary tourism is currently emerging as a complex offer of connection between place and literary production, emphasizing a multidisciplinary approach that enriches the tourism offer in the territories involved, being still recent and reduced the connection between tourism and literature (Weiss, 2021). This type of tourism brings people closer to the literary heritage (Alghureiby, 2015; Grum-Schwensen & Frandsen, 2016; Jiang & Xu, 2016) visiting tangible and intangible heritage represented in literary works (Jiang & Yu, 2020) in its most diverse forms, genres, historical periods, and geographies (Alghureiby, 2015; Busby & Devereux, 2015; Gentile & Brown, 2015; Pennacchia, 2015; Yu & Xu, 2016). Literary tourism products and experiences are developed based on the relationship between literature and tourism (Quinteiro et al., 2020). Literary tourism encompasses visits to places related to literary works and their writers and usually includes visiting places highlighted in literature or places related to the lives of writers, being categorized as cultural tourism (Anjo et al., 2021; Bu et al., 2021; Ferreira et al., 2022; Weiss, 2021). Recently, the international market has been driven by links between literature, literary characters and film production that incorporate characters in real or imaginary places, with shared narratives and attributes (Ingram et al., 2021), birth and burial places of writers, imaginative locations, commercial attractions, literary routes, trails, and visits to literary festivals (MacLeod, 2021). Therefore, literature plays an important role in the promotion or marketing of a place, as well in literary tourism in the context of a city's tourism potential (Włodarczyk & Duda, 2019).

Design/methodology/approach – Identification and survey of writers/literary works in the NUTS II region; Application of a questionnaire survey to visitors in the considered region, based on questionnaires validated in other scientific studies; Construction of routes in the considered territory, associated with literary tourism (writers/work/life) and which will constitute a literary offer where people and professionals can collaborate, create, co-create and share knowledge.

Findings – The project aims to create a territorial database where a literary tourism development model can be applied through tourist routes. The criteria for applying the methodology will be based on: Cultural value of literary activities and their attractiveness to visitors; Literary nature of activities offered; Benefits for the local community; Involvement of the local community in the design of literary experiences; Relationship between visitors, local producers, and the local community; Use of local resources for the development of literary experiences; Use of digital techniques to develop engaging and participatory experiences.

Research, practical & social implications – The main functional innovation of route building, for literary narrative applied to tourism, lies in the possibility of developing an experience of (organized) co-creation of literary domain, which is one of the final objectives for the tourism sector in the future in Portugal. In addition, it will also contribute to exploring literary territories, attracting and retaining visitors, functioning as a management tool for the sector. The main objective of this construction (literary routes) for tourism is a literary offer where people and professionals can collaborate, create, co-create and share knowledge through their own experiences and expectations of a literary nature.

Originality/value – The project aims to support the exploitation and promotion of literary heritage through routes, leading to positive socio-economic and socio-cultural outcomes that improve the tourism competitiveness of the region and the quality of life of communities. Collaborative processes will be promoted between these territories and their stakeholders, ensuring the participation of the resident population and entrepreneurs from various sectors, personalities who can combine their creativity and innovation in the process of creating literary routes, in an effective collaboration between the municipalities involved and the different regional agents (civil society and public and private entities) of the Northern region. This collaborative approach ensures the sustainability and success of literary tourism initiatives. Ultimately, the framework of literary routes provides a well-structured and immersive experience for tourists, allowing them to connect with the literary heritage of the destination, preserve its legacy and appreciate the interaction between literature and the specific places associated with it.

Keywords – Digitization, Storytelling, Literary routes, Literary tourism, Destination development

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FRAMEWORK OF INDICATORS TO ENCOURAGE ENVIRONMENTAL SUSTAINABILITY IN HOSPITALITY

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Purpose – The main objective of this study is to propose a framework of sustainability indicators, based on environmental criteria, to be used by hotel managers.

Theoretical framework – In 2015, the United Nations Foundation formulated 17 sustainable development goals to contribute to a common vision of people and the planet (United Nations Foundation, 2023). Environmental aspects are considered in these sustainable development goals. However, these goals are a specific process and require a multidisciplinary analysis, as the application of indicators in organizations results from effective performance management (Duric & Topler, 2021). The same is true for the hospitality industry, as guests are increasingly aware of the environmental sustainability policies of the hotels they select (Lee et al., 2021).

Design/methodology/approach – The methodology adopted in this study is qualitative through an in-depth content analysis of several scientific articles extracted from the Scopus database (2023) and hotel consulting companies. Through a rigorous selection process, it was possible to identify the most used indicators in hospitality and build a framework of environmental sustainability indicators for this industry.

Findings – This study provides a complete framework of indicators that allow for the assessment of the environmental performance of hotels in a comprehensive way, enabling the identification of benchmarks on the topic and a greater involvement of stakeholders, directly or indirectly, with hotel companies. The indicator framework presents several metrics related to water consumption, energy, gas emissions, and

waste, which provides directions to hoteliers about the implementation of environmental sustainability indicators. Consequently, the results suggest increasing managers' awareness of the adoption of environmental sustainability measures.

Research, practical & social implications – This study reinforces and systematizes scientific knowledge on environmental sustainability indicators in hospitality. Practical knowledge will also be strengthened through effective analyses of environmental sustainability management by managers, which will be reflected in better evaluation and communication of company performance, with social impacts and good hotel management practices.

Originality/value – The originality of the article is reflected in the ability to anticipate a topic, which shortly will be of mandatory use for the generality in the hotel sector. The scientific contributions are verified through the systematization of the various environmental sustainability indicators applicable to the hospitality industry in a specific framework. With the adoption of this indicator framework, cost monitoring will be more effective, benefiting the analysis of economic viability.

Keywords – Hotel, Performance, Indicators, Environmental sustainability, Framework.

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PERCEPTIONS OF THE COMMUNICATION SKILLS OF TOURISM PROFESSIONALS

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Purpose – Tourism professionals engage in numerous daily interactions, so possessing proficient communication and language abilities is imperative for them. Nevertheless, few studies have examined how tourists perceive the command of communication and language skills of tourism employees, and if communication with these professionals has an effect on tourist satisfaction. The main objective of this study is to address this gap in the existing research by examining the perceptions of tourists regarding the communication and language proficiencies exhibited by tourism service providers. Specifically, it aims to explore the perceptions of tourists visiting Peniche with respect to the communication and language proficiencies exhibited by tourism professionals they encountered and verify if that communication relates to destination satisfaction.

Theoretical framework – Communication skills are crucial for tourism professionals and can lead to increased customer satisfaction and positive tourism experiences. Studies show that tourism professionals play a significant role in shaping tourists' perceptions of quality, trust, and relationships with service providers (Tankovic et al., 2022). Furthermore, effective communication positively influences customer satisfaction and improves the overall visitor experience, so the integration of soft skills with communication skills is seen as a crucial aspect of success for tourism professionals. Literature emphasizes the importance of communication skills, especially soft skills, for tourism employees. Several studies that evaluate the impact of communication from the perspective of current and future professionals, students in the field of tourism (Čuić Tanković et al., 2021; Sonnenschein & Ferguson, 2020; Weber et al., 2013), however few studies focus on the perception of the tourist himself and the impact it causes on his satisfaction (Čuić Tanković et al., 2023).

Design/methodology/approach – This research was conducted through a survey questionnaire among tourists visiting Peniche (n=168) to evaluate their experiences and perceptions of communication with tourism professionals during their visit and also their satisfaction with the destination. Upon completion of data collection, the collected data was processed and analyzed using the Statistical Package for the Social Sciences (SPSS). Qui-square test and Spearman correlation were used to assess the existence of significant relationships between variables.

Findings – The results indicate that the most widely spoken language for communication in tourism exchanges was English (63,1%). Spanish was also widely used (20,24%). The least used language was French, reported as an exchange communication language in only 2,98% of the interactions. There are statistically significant differences in the perception of the communication skills of the professionals, according to the language used to communicate, with Spanish generically being classified lower in comparison with the other languages used. There is a positive significant correlation between tourists' perception of the tourism professionals' communication skills and destination satisfaction, i.e., tourists who scored the professionals' communication skills more positively tended to be more satisfied with the destination.

Research, practical & social implications – The results of the study can help organizations and tourism professionals recognize the importance of prioritizing the development of communication skills through various programs. Such efforts can contribute to creating a more positive and memorable experience for tourists, which can increase destination competitiveness and tourist satisfaction. Moreover, higher education institutions specializing in tourism and hospitality should prioritize the inclusion of communication skills, especially in the most commonly used foreign languages, within their curricula.

Originality/value – Given the limited research on the analysis of tourists' perceptions of the communication and language skills of tourism employees, this study may contribute to the literature on the topic.

Keywords – Communication skills, Language skills, Tourism professionals, Tourist satisfaction.

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MEASUREMENT OF THE TECHNOLOGICAL DIMENSION OF TOURIST DESTINATIONS IN EXTREMADURA (SPAIN) AS A CONDITION FOR THEIR CONVERSION INTO SMART TOURIST DESTINATIONS

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Purpose – The purpose of this work is to carry out a critical assessment of the indicators of the technology axis of the STD (smart tourism destination) model with a twofold objective. On the one hand, to carry out an analysis of the degree of difficulty and discriminatory capacity of each of these indicators in order to verify the validity and relative importance of each of them with the ultimate aim of improving the destination's tourism intelligence. On the other hand, to be able to evaluate the degree of compliance with the indicators in each of the micro-destinations by means of a latent scale that allows the relative situation of each micro-destination to be photographed at the time this study was carried out.

Theoretical framework – The impact of new technologies on tourism has altered the way in which access to tourism services is possible, as well as their consumption, providing different channels for consumers to utilize tourism services.

Design/methodology/approach – Based on a 21-item dichotomous questionnaire a model from the IRT family of models (the two-parameter logistic model, or 2PL model) was used to estimate the difficulty and discrimination parameters of each of the indicators used and to rank the 28 territorial units under analysis on a latent scale of technological development.

Findings – The results obtained have made it possible, on the one hand, to assess the indicators used to measure the technology axis of the STD methodology by classifying them according to their degree of difficulty and capacity for discrimination, and on the other hand, to rank the micro-destinations of the region analysed by constructing a latent scale.

Research, practical & social implications – The classification of technology-smart tourism indicators according to their difficulty and discriminatory capacity is a powerful tool to guide the lines of action of micro-destinations in order to achieve an appropriate analysis of the situation of each of the destinations.

Originality/value – The critical appraisal of the indicators used by the STD methodology fills a gap in the literature as there is, to the authors' knowledge, no previous work that performs a similar analysis.

Keywords – Technology, STD methodology, Difficulty, Discrimination, IRT model.

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SUPPORTING THE PLANNING AND MANAGEMENT OF TOURISM DESTINATIONS BETWEEN URBAN SHOWCASE AND GENTRIFICATION

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Purpose – Sustainable tourism is defined as a tourism that can consider current and future economic development, addressing the needs of visitors, and the industry, as well as examining the social and environmental benefits and impacts. The current policy agenda is facing a double challenge. On the one hand, promoting tourism as an engine for local development and the environment while minimizing gentrification and showcase phenomenon, especially in places blighted by overtourism (Semi, 2015; Anguelovski et al., 2021). On the other hand, decision-makers are even more aware of both conventional and innovative assessment methods that can help to reach a sustainable balance in economic feasibility, social inclusion, environmental compatibility, and policy achievements (Cimnaghi et al., 2017). In this context, the aim is to explore the existing demand for decision-making tools to promote sustainable planning tourism and understand how current practices are operating in real case studies, in terms of benefits and negative effects. This ongoing research provides a comparative analysis on tourism destinations to explore the way current political and academic contexts could address issues related to gentrification and displacement.

Theoretical framework – The analysis provides a literature review on a suite of assessment techniques that can support the decision-making process along the ex-ante, ongoing, and ex-post stages of plans, programmes, and tourism-based valorisation projects.

Design/methodology/approach – This approach explores the current demand and existing practices, reports, guidelines, and planning tools, collecting traditional and innovative assessment techniques, according to multiple databases for a comprehensive overview.

Findings – The results further support the choice of appropriate decision-making tool to adopt a sustainable tourism approach according to the specificities of a place and its territory. The findings can guide DMs to design efficient, coherent policies and strategies, considering economic, social, and environmental issues related to tourism destinations.

Research, practical & social implications – This work would inspire public bodies to operationalize qualitative and quantitative evaluation tools to build sustainable strategies (Bottero et al., 2021). In this sense, social impact can be measured in terms of active or passive participation in co-design and co-evaluation strategy processes.

Originality/value – Despite sustainable tourism planning and gentrification are widely investigated by geographers, sociologists, spatial and tourism planners, the topic seems to not be sufficiently explored in economic appraisal and planning evaluation. The authors recognize high margins of development to advance the state of the art and to envision future research horizons.

Keywords – Tourism impact assessment, Sustainable tourism, Decision-making processes, Planning tools, Gentrification.

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SLOW TRAVEL AND SLOW LIVING: WHAT OPPORTUNITIES FOR ALENTEJO? – AN EXPLORATORY PERSPECTIVE

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Purpose –The purpose of this study is to give an insight that leads: (i) to understand the evolution of slow living paradigm based on the conceptualization of social changes that lead to slow living movements; (ii) to comprehend slow travel as a new market segment for tourism, based on slow living movement paradigm; (iii) to explore the potential of Alentejo region as a destination for slow travel and slow living.

Theoretical framework – The concept of slowness in tourism has been characterized as an engagement in several behavioral modes while traveling (Conway, 2012).

Slow travel is defined as a qualitative focus on the journey traveled in which the main emphasis is upon the traveling tourist's consumption-oriented enjoyments and experiences. Some of the characteristics include: (i) it is primarily focused on slow travelling tourists' demand side issues; (ii) it is expected to bring about added environmental benefits, because in its purest, ideal form; (iii) it avoids 'fast travel' via air carriers or cars due to gas emissions they emanate; (iv) it is a holistic approach in that the outward journey, destination and return are integral (Oh, Assaf and Baloglu, 2016).

Slow tourism in general involves people who travel to destinations more slowly overland, stay longer and travel less. Those incorporate travel to a destination as itself an experience and, once at the destination, engage with local transport options and slow food and beverage, take time to explore local history and culture, and support the environment (Oh et al, 2016).

These forms of tourism are related to an alternative perspective of life connecting with a slow living concept which can be characterized in structuring our life around meaning and fulfilment and it emphasizes a less-is-more approach, focusing on the quality of our life (Meredith and Storm, 2009 cited upon Ioncica 2016).

Design/methodology/approach – Based on a preliminary study of a still ongoing research which began with an international co-creation students team work project

(DEMOLA), main conceptualization and initial exploratory work was based on: (i) bibliographic research and literature review about concepts; (ii) exploratory interviews with tourism sector representatives; (iii) workshop with CEO slow movement organization; (iv) benchmarking of slow travel on line platforms and experiences offered.

Findings – From the initial theoretical research and exploratory stakeholder’s interviews it was possible to take some preliminary findings. (i) Small details are enhanced in order to make the environment more conducive to rest and connect with nature. There are people who seek rural accommodation in order to find their balance, so that they can enjoy the silence and their own company, appreciating the small moments and details, managing to connect with the space quickly (accommodation sector). (ii) Restaurant project was created in the perspective of attracting the type of customer who wants to have a different experience with food, something that can be achieved by typical Alentejo gastronomic experiences, deepening the typical concept of slow food (restaurant sector). (iii) They feel a very great sense of peace, leaving the daily confusion of a city to the calm of the Alentejo; they came to prove that they did not lose anything, they simply won (family representative). (iv) Alentejo is a Certified Destination and a sustainable destination, and is seen as a territory of calm, where there is time to be happy, where there is leisure, time do eat, time do drink, time to think, time is everything (regional tourism administration).

Research, practical & social implications – The results of this research can help in better understand how to develop products, strategies and cooperation networks to promote Alentejo region’s image as a slow travel and slow living destination, in a context of sustainable development practices.

Originality/value – This paper intends to present first insights about the potential of slow travel based on slow living movement in Alentejo region.

Keywords – Tourism, Slow living, Slow tourism, Slow travel, Sustainable development, Alentejo.

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VIRTUAL CULTURAL TOURISM AND IMMERSIVE TECHNOLOGIES: A REVIEW

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Purpose – Technological innovations have undergone significant advancements and have become a focus for companies and institutions worldwide, including the tourism sector. In tourism and Cultural Heritage, immersive technology is used as an essential tool to enhance the understanding of history and provide visitors with a differentiated and innovative experience and with relevance for sustainable development. The purpose of this study is to understand the level of research on immersive technologies like augmented reality (AR) and virtual reality (VR) within cultural tourism, and what they focus on.

Theoretical framework – A justification for immersive technologies in cultural tourism is the growing market and the evolving need for self-learning, authentic experiences, and meaning-creation of tourists (Han et al. 2019). Effects on technological experiences on museums have been recognized as positive for the visit intentions and emotions are noticed to create more memorable and meaningful experiences. Virtual reality experiences support experimental value in tourism through the effect of immersion. Immersion is said to be constructed from escapism and aesthetics (Han et al. 2019; Innocente et al. 2023; Lee et al. 2020).

Design/methodology/approach – Papers regarding cultural tourism and augmented/virtual/extended reality/immersive technologies were searched on Scopus and Elicit for this study, resulting in 93 related papers. After reading the abstracts, 10 papers were selected based on proximity to research topic, innovative perspective, and up-to-datedness (Bideci and Bideci 2023; Bird et al. 2023; Chung et al. 2017; Errichiello et al. 2019; T. H. Jung et al. 2018; Lee et al. 2020; Li et al. 2022; Lin et al. 2020; Mura

et al. 2017; Su et al. 2023). Papers were chosen so that a holistic picture of the state of AR and VR would be understood in cultural tourism, through reviews and user studies.

Findings – Empirical papers in this area tend to focus on experimental solutions and use mostly physiology measurements or questionnaires to collect data. Some of the variables considered were visit intention, emotions, and impact on learning (Bird et al. 2023; Chung et al. 2017; Errichiello et al. 2019; T. Jung et al. 2015a, 2015b; Wen et al. 2023).

AR and VR are noted to have potential in the cultural tourism sector and all empirical studies found positive results on visitor experience. VR's capability to increase accessibility at the cultural sites by offering access to inaccessible objects and areas as well widen the customer segment by welcoming tourists with different interests has been recognized as one of the main benefits while supporting heritage protection (Han et al. 2019b; Lee et al. 2020; Lin et al. 2020; Pratisto et al. 2022).

Several projects mentioned (Han et al. 2019; Lee et al. 2020; Lin et al. 2020) have been discontinued and while new technology is being created the industry could benefit from a trend analysis to understand the actual state of AR and VR within cultural tourism.

Through the analysis of the selected articles, we can conclude that some variables such as perceived pleasure, VR or AR content quality, Attitude towards a destination, Visitor engagement, Satisfaction with VR or AR and Education are relevant dimensions to study and evaluate the impact of virtual experiences in tourism. The findings indicated that AR/VR technology plays an important role in influencing the tourism experience significantly, positively affecting behavioral intention.

Research, practical & social implications – Practicalities within and criticism towards AR and VR in cultural tourism seem to be somewhat neglected. Most studies focus on marketing and visitor experiences, so research should include an analysis on how these technologies can contribute to sustainability from the perspective of visitors and other stakeholders like locals, employees, and creators.

Originality/value – This study identifies limitations in the research within the immersive technologies in cultural tourism field and suggests areas of future research.

Keywords – Immersive technologies, Virtual reality, Augmented reality, Virtual experiences, Cultural tourism.

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IN SEARCH OF DIGITAL NOMAD TOURISM IN ALENTEJO: PRELIMINARY INSIGHTS

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Purpose – The main objective of this study is to explore digital nomadism as a new product for tourism and to reflect upon the potential of Alentejo region as a destination. For now, based on a preliminary study of an ongoing work, main characteristics and dimensions were explored through a visual analysis that could be incorporated into a development strategy for Alentejo for this type of tourism.

Theoretical framework – The digital economy together with the phenomenon of globalization have brought changes to traditional labour practices, enabling people to work remotely (Jacobs and Gussekloo, 2016). Two decades ago, the seminal book of Makimoto and Manners (1997) described an alternative lifestyle of free-moving professionals without a fixed office-space, as the emergency of the “digital nomad”. Digital nomads became important to some destinations as a new type of visitor-resident. These behaviours can contribute to promote community-based tourism in rural areas, such as Alentejo region located in the south of Portugal.

Design/methodology/approach – The visual element might inform, elucidate, and add value and meaning to the phenomenon itself (Rodrigues, Ghasemi, Correia & Kozak, 2019) and bring new insights. The analysis was based on visual data composed by still (photos) and moving (videos) about digital nomadism as a product in tourism.

In this case, the photo analysis was based on 4 steps (Rose, 2016): (1) Find your images; (2) Devising your categories for coding the images; (3) Coding the images; (4) Analysing the results. Stages of the data analysis process: 1st Photos dataset (Selina´s facebook page) 80 photos with a purposeful selection (Rose, 2016) that do not intend to be representative; 2nd Themeing the data: 6 thematic categories according to the dominant

topic of each photo; 3rd Classification of photos according to the defined categories; 4th Exploratory visual analysis; 5th Extract exploratory insights from the visual data that complement other sources and methods (triangulation) (Rodrigues *et al.*, 2019). From photo analysis six major themes were extracted: *Theme 1: Contact with the destination; Theme 2: Regular events and experiences; Theme 3: Suitable amenities & facilities; Theme 4: Supportive atmosphere; Theme 5: Inspiring workplace; Theme 6: Local community and local products,*

Findings – From photo analysis the findings suggest that some components/motivations are important for digital nomadism such as: external factors (e.g. contact with the destination) and internal factors (e.g. inspiring workplace). Regular events and experiences were the most representative category because of the need for moments to socialize and keep active; inspiring workplace was the 2nd most important category demonstrating the constant need for this segment to mix work (business) with pleasure/leisure (“bleisure”) and contact with the destination and local community & local products reinforce a behaviour approach as a way to active local resources.

From video analysis, the three main extracted categories were the following: 34.7% coded for “suitable amenities & facilities” with visual contents related to “social and relaxing spaces”, “digital infrastructures” and “co-working and living spaces”; 26% coded for “inspiring workplace” with visual contents related to “contact with nature”, “relaxed environments” and “co-living places”; and 21,7% coded for “contact with the destination” with visual contents related to “contact with nature” and “contact with local atmosphere”.

Research, practical & social implications – A better understanding of digital nomad preferences may help destinations and business owners to attract digital nomads. This is an opportunity for the development of a sustainable tourism niche in Alentejo, but there isn't still a joint territorial strategy that enables the investment of digital infrastructures in remote places.

Originality/value – This paper intends to present preliminary insights about the potential of this type of tourism for a particular region in Portugal: Alentejo.

Keywords – Tourism, Digital nomads, Visual analysis, New trends, Alentejo.

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INNOVATING GASTRONOMIC HERITAGE FOR TOURISM DEVELOPMENT

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Purpose – This paper considers methods for the study of gastronomic practices and ethnogastronomy as a means of supporting gastronomic change as well as retaining culinary tradition.

Theoretical framework – Gastronomy is an important element of human heritage, as evidenced by the growing number of gastronomic designations in the UNESCO Intangible Heritage List (Richards, 2023). The recognition of gastronomy as intangible heritage that needs to be conserved is important, because gastronomic cultures and traditions are increasingly under threat from globalisation, changing food production techniques and shifting consumer tastes. As intangible heritage becomes threatened, particularly in rural and peripheral regions, we need to find new means of valorizing heritage in order to ensure its survival. This is more complicated for intangible heritage than for tangible cultural assets. The challenge we now face in gastronomy is how to conserve intangible gastronomic heritage, including food cultures, customs, recipes and preparation techniques, while still retaining the essential gastronomic DNA which provides the potential for future innovation (Fernandes and Richards, 2021).

Design/methodology/approach – Gastronomy and cuisine refer to a set of knowledge and practices related to culinary art, recipes, ingredients, techniques and methods. They entail historical evolution, cultural meanings, and the natural environment from which food sources are obtained and the way in which they are used, as well as the social and cultural aspects that intervene in the relationship. As such, a methodological framework is proposed for compiling recipes, cooking instruction of dishes embedded in tradition and provide an insight of quotidian habits of local cultures, in the form of a charter. The basis for the study is formed on the model of Iakovou, Vlachos and Aidonis (2009) constructed on information on local gastronomy [customs

and traditions), local traditional products of gastronomy, local festivities schedule and local traditional dishes.

Findings – There is a tension between tradition and modernisation in gastronomy, particularly in rural regions. There is a desire to preserve traditional food practices, but this runs the risk of fossilising the gastronomic culture. This study shows that if gastronomic culture stops evolving, it becomes less relevant to contemporary society, and therefore loses its social, cultural and economic support mechanisms. It is suggested that the way forward is for cooks to look for inspiration in a region's humble peasant cooking and dishes embedded in tradition. Being creative but keeping to the values of regional cooking. Innovate with traditional food but provide a privileged place for raw ingredients and terroir products from short supply chains.

Research, practical & social implications – The study is by no means exhaustive, but illustrative of the necessity of registering the norms pertaining to the constituent parts of local and artisanal dishes that could be used as the motivation for innovation and added value of regional gastronomy in the contemporary change driven society. Whilst focus is placed on the local population (particularly the older generations), while catering for new tastes, keeping in mind that too much innovation may alienate many locals, and too little may fail to interest new audiences.

Originality/value – The Gastronomy Charter could very well be the missing element to bring all stakeholders together, providing a springboard for innovation.

Keywords – Gastronomy, Heritage, Charter, Tradition, Innovation.

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RISKS PERCEPTION AND SAFETY ISSUES IN OUTDOOR TOURISM: THE CASE OF PENEDA GERÊS NATIONAL PARK

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Purpose – This paper aims to present the results of a research process focusing on visitors' perspectives on safety issues associated with nature tourism and outdoor activities in the Parque Nacional da Peneda-Gerês (PNPG).

Theoretical framework – The increasing demand for natural and protected spaces for outdoor tourism poses significant risks. Ensuring visitor safety requires strategic planning, preventive measures, and shared responsibilities among stakeholders (Kuba et al., 2018; Ayora, 2019; Gstaettner et al., 2019). Management entities must define dangerous areas and communicate rules, but public awareness and responsible behaviour are also crucial to minimise accidents (Rickard, 2012; Mata et al., 2022).

To minimise and avoid accidents, visitors' safety depends mainly upon their perception of risks and responsible conduct (Mata *et al.*, 2022).

Design/methodology/approach – This study adopted a mixed-method approach, following an exploratory sequential design, where qualitative research was first conducted through semi-structured interviews with all organizations taking part in rescue processes. The results of this stage informed the subsequent quantitative process, through the application of questionnaires to visitors. 281 valid questionnaires were collected.

Findings – Results indicate that a small percentage of visitors had accidents (3.56%), but those aware of accidents among others are more prevalent (14.60%). Visitors seeking outdoor activities rely on friends and family for information (26.1%). They find a lack of infrastructure and support equipment, such as information signs (31.0%), trail signs (26.0%), safety barriers (21%), and guards (22.0%). Despite available rules (64.9%), compliance remains an issue, suggesting a lack of information and negligent behavior among respondents, despite their claims of preparing and planning their visit.

Research, practical & social implications – Though this is an exploratory study with a small sample, it highlights the need to review the park's management strategy.

Prevention, awareness, surveillance, and discouraging access to dangerous areas are vital. Guards could have a positive impact. Visitors must seek reliable information for their safety in the park.

Originality/value – This study is original in that it identifies who has had accidents, where they occur and their causes, which will hopefully contribute to improving the risk management system and the safety of visitors.

Keywords – Parque Nacional da Peneda-Gerês, Security, Risk management, Protected areas, Outdoor tourism.

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XR_TOURISM PROJECT. VIRTUAL CULTURAL TOURISM: IMMERSIVE TECHNOLOGIES

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Purpose – XR_Tourism - Virtual Cultural Tourism: Immersive Technologies (Virtual and Augmented Reality) it is a project under development integrated in a Scientific Research Fellowship starting in July 2023 and lasting 6 months. This study aims to understand which characteristics of virtual and augmented reality have the most impact on cultural tourism through visitor experience. A case study will be done in one Portuguese museum which is offering a VR or AR experience as part of their permanent exhibitions. Visitor experience is being evaluated through attitudes, experience, expectations and motivations regarding AR or VR in a museum setting.

Theoretical framework – Immersive technologies, of which augmented reality (AR) and virtual reality (VR) are the most common ones, have become more and more popular in cultural tourism research. Different solutions have been examined, especially in museum settings where it has been recognised to influence the visitor experience positively. Attitude towards new technology and emotions are noted to have a positive effect on the experience while socio-demographic characters like age or education do not seem to have such a huge impact. The understanding of and interest in cultural content is noted to be higher through experiences involving immersive technologies.

Design/methodology/approach – An inventory of solutions and literature review analysing papers from immersive technologies in cultural tourism settings and current AR and VR solutions in cultural tourism in Portugal has been conducted. Search for eligible papers was done in Scopus and Elicit. It is noteworthy that most of the papers relate to visitor experience and pre-travel usage or marketing. It was recognised that

the studies are mostly testing solutions rather than examining existing ones. The inventory for AR and VR solutions was done through internet search and where online exhibitions or virtual museums that can be experienced with VR-glasses are easy to find (solutions that are locally in museums are more difficult to be found and the information seems to be poorly updated). 12 functional solutions were found, four of which use AR, five VR, two use both and one solution used the mix of AR and MR (mixed reality).

Findings – This study helps to understand the level of awareness and receptivity of users regarding the use of immersive technologies in cultural tourism experiences and understand the relationship between the perceived ease and usefulness of AR and VR in the psychological responses of users.

Through this research, we hope to understand in which way immersive technologies could be best utilised in cultural tourism so that they can contribute to sustainability not only through visitors and their experience, but also from economic and local community perspectives. The level and affects to awareness and receptivity of users regarding the use of immersive technologies in cultural tourism experiences is looked for to be confirmed and the relationship between the perceived ease and usefulness of AR and VR in the psychological responses of users is hoped to be understood.

Research, practical & social implications – Present contributions about the potential of immersive technologies in virtual cultural tourism experiences of particular interest to stakeholders involved in the development of new tourist experiences.

Originality/value – We aim to contribute to different stakeholders in cultural tourism to broaden understanding of immersive technologies value in the development of new tourist experiences.

Keywords – Immersive technologies, Virtual reality, Augmented reality, Virtual experiences, Cultural heritage sustainable tourism

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ANTICIPATING TOMORROW'S TOURISM: UNVEILING THE MOST SIGNIFICANT TRENDS FOR THE NEXT FIVE YEARS

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Purpose – This study aims to identify the most significant tourism trends and macroenvironmental events over the next five years.

Theoretical framework – Tourism is substantially influenced by macroenvironmental factors. Economic factors such as growth rate, economic structure, and exchange rates influence the demand for both business and tourism (Ha et al., 2022). Infrastructure, such as transportation systems and communication networks, is crucial to the success of the tourism industry (Jena & Dwivedi, 2018). Sociocultural factors, including both natural and cultural tourism resources, play a crucial role in attracting tourists and influencing tourism activities (Ooi et al., 2015). The participation of nations in tourism activities due to globalization presents both growth opportunities and risks associated with global dynamics, natural disasters, conflicts, and security threats (Awedyk & Niezgodna, 2016; Tolkach & Pratt, 2019).

Thus, a holistic comprehension of the macroenvironmental factors is imperative to understand the tourism area's context. Acquiring knowledge about these factors is crucial for the diverse stakeholders to aptly strategize for the future.

Design/methodology/approach – To compile data on tourism trends and macroenvironmental events, a systematic literature review was conducted. In addition,

open interviews were conducted with thirteen specialists from various professional and academic macroenvironments.

Findings – The research uncovered four significant tourism trends for the next five years. It is anticipated that climate change will lead to an increase in natural disasters, intensification of disasters, food system instability, and migration. Life-threatening situations, personal data breaches, fraudulent use, and cyberattacks are a few of the dangers posed by the increase in computer crime. The digital transformation will result in increased global competition, enhanced access to the global consumer market, personalized offerings, and social transformations. In addition, adopting circular economy principles is anticipated to reduce resource waste, stimulate local economic growth, reduce per capita product consumption, and increase investor and financier demands for sustainability.

Research, practical & social implications – Tourism industry professionals, policymakers, and researchers can use the highlighted insights to anticipate and adapt to future changes in tourism sector. The trends and events identified have economic growth, job creation, sustainability, and safety implications. However, future research using focus groups and questionnaires is suggested to translate these trends and occurrences into workable scenarios.

Originality/value – This study contributes significantly to the field by comprehensively analysing the most significant tourism trends and macroenvironmental occurrences. Notable is that this study is one of the few that examines the impact of these factors and events on the tourism and hospitality microenvironment at multiple levels, including destination, consumer markets, and supply industries. The integration of a methodical examination of existing literature and consultations with specialists from various disciplines enhances the study's originality and scope, allowing for the development of an agenda for future research.

Keywords – External environment, Hospitality, Macroenvironmental events, Tourism, trends.

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TOURISM COLLABORATION FOR SUSTAINABILITY IN FACE OF CLIMATE CHANGE AND DIGITAL TRANSFORMATION

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Purpose – This study examines the perspectives of tourism supply and tourism demand regarding collaborative efforts at the destination level in the face of scenarios of accelerated climate change and digital transformation.

Theoretical framework – Tourism is part of a dynamic environment shaped by political, economic, social-cultural, technological, and natural factors (Bianchi, 2018). Particularly accelerated climate change and digital transformation will present challenges and opportunities for the sector. On the one hand, reevaluating tourist offers and investing in ecologically friendly practices are needed to adapt to changing climates (Scott, 2021). On the other hand, artificial intelligence, virtual reality and augmented reality may improve onsite experiences, speed up processes, and allow tailored services (Roman *et al.*, 2022).

In the face of these changes, collaboration is critical to successful tourism development, providing benefits such as diversified product offerings, cost savings, and a unified marketing strategy (Naipaul *et al.*, 2009). Examples of motivations for collaborative efforts include cost-sharing and obtaining a competitive advantage (Wang *et al.*, 2013).

Although collaborative efforts have been identified as a source of competitive advantage in tourism, tourism stakeholders frequently pursue marketing initiatives independently. Consequently, one needs to determine what may motivate tourism stakeholders to collaborate and which factors may hinder marketing collaboration.

Design/methodology/approach – This study used an abductive approach, realigning the theoretical with the empirical world. The abductive approach has two phases: a literature review in the first phase. The second phase compared focus group analysis to literature review findings. Three demand-side focus groups included tourists from Brazil, Germany, and Italy, while two supply-side groups included Italian and Spanish tourism professionals.

Findings – Given the literature review's emphasis on collaboration in tourism, the results show that collaboration is essential for sustainable tourism. Participation of stakeholders in sustainability efforts yields many benefits. However, stakeholders must manage challenges and compromises in a dynamic environment impacted by digital transformation and climate change, including individuality, competition, and governance. Thus, collaboration success depends on commitment, mutual goals, social values, and facilitative factors like public support, ethical agreements, and resource sharing.

Technology promotes collaboration and sustainability, but integrating it is difficult for small businesses. Tourism must be guided by a holistic sustainability paradigm and collaboration that includes societal, environmental, and economic dimensions to become a positive change agent.

However, security, politics, cultural sustainability, and costs affect travel decisions. Digital transformation will simplify and reduce travel costs. In this context, "eco-fatigue" (the notion that people are tired of discussing sustainability) and digital advancements generate complex trade-offs between environmental and technological concerns. Through collaboration and a comprehensive sustainability framework, the tourism industry can overcome these challenges and thrive.

Research, practical & social implications – The research emphasizes tourist development collaboration, which leads to new offerings, cost savings, and a united marketing strategy. However, competition and governance require commitment, common goals, and social resonance. Technology and holistic sustainability may help tourism shift the world.

Originality/value – This study connects theoretical ideas to empirical data, shedding light on the complicated relationship between environmental concerns and technological

progress, revealing collaborative sustainable tourism's transformational potential.

Keywords – Climate change, Digital transformation, Stakeholder collaboration, Sustainability, Tourism.

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EUROPEAN CAPITALS OF CULTURE AND TOURISM: IS IT JUST A QUESTION OF PLACE BRANDING OR MORE THAN THAT?

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Purpose – The European Capital of Culture (ECoC) is a prestigious cultural initiative in Europe that has been taking place since 1985. While it remains foremost a cultural event, its objectives and focus have evolved over time. Promoting Europe's cultural heritage and the mutual knowledge and respect between national cultures, as well as strengthening the cultural and creative sectors have been some of the program's main ambitions. In addition, cities and regions hosting this year-long festival frequently make significant investments in cultural infrastructures, urban regeneration and tourism promotion (Richards & Marques, 2016), thus using the ECoC as a flagship event and tool for place branding. In recent years, however, a new focus has been placed on promoting cultural democracy and on engaging local communities, not only in the bidding process but also in the organization of the event (Ivona et al., 2019; Popescu & Voiculescu, 2020). Thus, the aim of this study is to investigate whether this approach is changing the way ECoCs relate to tourism, namely by prioritizing the city's sense of place instead of place branding, and thus enhancing authenticity, social inclusion, and a more balanced relationship between visitors and local communities.

Theoretical framework – A critical tourism studies approach is adopted in this study. The theoretical lens undertaken aims to deepen the understanding of the effects of large-scale cultural events on local communities and places, and to open up paths for using tourism and culture to strengthening the community's resilience and sense of place.

Design/methodology/approach – The ongoing research is being carried out based on documentary analysis, including sources such as videos, reports and other documents that allow to obtain a description about ECoCs. A literature review is also being conducted based on scientific articles and books which address the evolution of the ECoC's objectives and its relationship with tourism, culture and community engagement. Several ECoCs, since

Glasgow 1990, will be analysed and placed in a chronological perspective in order to identify milestones and turning points in the relationship of these events with tourism.

Findings – Over the years the ECoC has evolved from a sequence of cultural projects that took place over one year, to a public policy initiative that is prepared over four years. Culture is presented as a driving force for tourism, local development and long-term intangible benefits through the promotion of citizen participation (Campagna, 2022), intercultural dialogue, and greater social cohesion and inclusion (Urbančíková, 2018). The preliminary results show that although the relevance of local community participation in the preparation of the event has assumed over time a more decisive role for obtaining the title, particularly with regard to cultural and tourism development, the difficulties and obstacles to its effectiveness seem to remain a challenge to overcome.

Research, practical & social implications – This paper will show evidence on the evolving focus of ECoC on local communities, highlighting inclusive cultural and tourism strategies and creating a linkage between planning theory and practice.

Originality/value – The originality of this study lies in exploring the dynamic evolution of the ECoCs over time, as well as examining contemporary trends related to culture, community engagement, and tourism.

Keywords – European capitals of culture, Tourism, Culture, Community engagement

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THE VIRTUAL VISIT IN PORTUGUESE MUSEUMS

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Purpose – This paper aims to know the habits of individuals regarding virtual visits to Portuguese museums during and after the covid-19 pandemic.

Theoretical framework – The development of information and communication technologies has profoundly influenced tourism, triggering changes throughout the sector's value chain. The Z and Alpha generations, born in the digital age, are supposedly more technology-savvy and more receptive to technology, and the Alpha generation is even more culturally diverse (McCrindle & Fell, 2020). Thus, tourism organizations necessarily must adjust their activity to the characteristics, expectations and behavior of these generations and, at the same time, respond to future challenges. It is opportune to adopt innovative tools that contribute to providing visitors with unique and differentiating experiences and, at the same time, increase the competitiveness of the organization.

Design/methodology/approach – In this exploratory study, a quantitative methodology was used. A questionnaire survey was developed, which was the main source of information for the investigation. The questionnaire followed three main dimensions: i) sociodemographic characterization of the respondent; ii) knowledge, realization, and classification of virtual visits to museums and c) realization and motivation of face-to-face visits to museums. This instrument was made available in digital mode (online), through Google Forms, having been available between December 14, 2022 and January 10, 2023. The questionnaire was disseminated through the Facebook social network. The random sample was composed of 109 individuals.

Findings – The results indicate that most respondents fall into generation Z, and that the virtual visit service offered by museums is not known to most respondents, however,

a large part of the respondents considers it a tourist experience. Almost half of the respondents who know this service revealed that they did not use it regularly, and that they learnt about its existence during the pandemic, the main reason being curiosity.

Research, practical & social implications – The results show a close articulation with the theoretical framework and show that virtual visits have a wide space to be implemented as a tourist experience, and the study reveals that this should occur in articulation with the "face-to-face visits" service. Despite not being the preference of the respondents, virtual reality shows signs of being a tool for promoting museums (Sousa et al., 2022) and generating positive sensations in its users. The study has the limitation of being available for filling for a short time.

Originality/value – The study addresses a current topic, and aims to contribute to a greater knowledge about the experiences carried out through virtual reality in Portuguese museums. The study can be used as a decision support tool for those who manage cultural facilities, in this case museums, but it is also a benchmarking tool that can be used by other tourism organizations.

Keywords – Virtual reality, Museum, Cultural tourism, Portugal

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THE INFLUENCE OF SERVICESCAPE ON SATISFACTION, DELIGHT AND REPURCHASE IN HOSPITALITY

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Purpose – The study intends to understand the influence that the servicescape could have on the satisfaction or delight of a guest at a sun and sea hotel, and thus demonstrate whether this could generate repurchase, and whether or not the guest can become a loyal customer.

Theoretical framework – Having as the main theoretical reference the study of Bitner (1992), servicescape is increasingly playing an essential role in customers' stay experiences in hotels (Lee & Chuang, 2021) , which makes it an important factor in forming a guest's first impression of a service environment. The environment in which service is performed, delivered and consumed and where employees of the Hotel and its guests interact with each other is called the servicescape (Booms & Bitner 1981). As physical evidence, hotel servicescape plays a crucial role in tangibilizing service value. Since value creation and consumption are inseparable in many services, servicescapes also contribute significantly to consumer experiences (S Kumar, Nair & Purani, 2023).

Design/methodology/approach – The study used two, three-star rated sun and sea hotels located in Peniche and Caldas da Rainha, located in the west of Portugal. The Hotels are dedicated to Sun and Sea tourists, which correspond to relaxed environments and linked to maritime areas and nautical activities. As a way of achieving the main objective of the study and testing the hypotheses raised, quantitative and qualitative research methods were used, through the creation and application of a questionnaire to the hotel guests and documentary research.

Findings – Pertaining to understand the influence of the Servicescape applied in the hotels, at the moment the study is still applying the questionnaires. The compared results of the applied research methods will reveal what significance Servicescape has on guest´s experience and also reveal how perceived servicescape could influence guest´s satisfaction, and cause customer delight and intent to repurchase.

Research, practical & social implications – The application of the questionnaire had some practical implications when it was intended to carry out the protocols with the hotels. In addition to not having many studies that encompass Consumer Delight, those that exist do not focus on the various attributes of the servicescape.

Originality/value – The value and main contributions of the study are related to existing very few studies concerning servicescape and customer delight in hotels and the possibility of maximizing hotel business performance through the positive influence of applying servicescape and consequently obtaining customer satisfaction and loyalty.

Keywords – Servicescape, Satisfaction, Delight, Repurchase, Loyalty.

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CONCEPTION OF SUSTAINABLE RESTAURANTS IN LUXURY HOTELS: CASE STUDY

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Purpose – To evaluate the sustainability in luxury hotel restaurants, having as a main focus the room and its importance to a customer's satisfaction, as well as that of the collaborators involved and the higher management team, using as a case study the 3 restaurants of Six Senses Douro Valley Hotel.

Theoretical framework – The current trends in luxury tourism are interconnected with one's experience of the location and the activities you are able to experience there. According to Barbosa (2017), this adds value to the experience and should be considered when developing a project. The conception of a restaurant involves numerous departments that function together. The services take place in the room, but also in the kitchen and in the administration (Takeshita, 2021). De Conto (2017) presents possible actions to consider for sustainable restaurants: using autochthonous furniture and equipment, promoting handcrafted work and natural resources; adopting sustainable purchase policies and local suppliers; decorating the environment with local artists' work; planting trees; using technologies that reduce energy and water consumption; composting organic residues; hiring local collaborators and enable them to embrace sustainability. Sustainable gastronomy, however, according to Fabrim & De Conto (2020), concerns itself with the consumer's health and with the impacts caused by them to the environment, as well as stimulating the local and regional communities to adopt sustainable practices and therefore promote culture and tradition, empowering tourism and economic development of these communities.

Methodology – In this case study we use a qualitative research method, through direct application of semi-structured interviews with kitchen and room managers, simultaneously, which took place at Six Senses Douro Valley Hotel on the 23rd of July, 2023, resulting in 1h42m of recorded material.

Findings – according to data gathered, all of the room and kitchen service is planned daily following sustainability patterns. In the restaurant, the decorations, furniture and equipment, as well as utensils and materials used by collaborators are presented keeping in mind a respect for the environment that is engrained into the work, from the selection of suppliers to the management of waste. These practices not only strengthen a positive relationship with the community, but have also merited customer’s appraisal.

Research, practical & social implications – this study contributes knowledge about sustainable practices in an integrated and transversal manner, with advantages to all stakeholders in hospitality and catering.

Originality/value – this work’s originality comes from the study’s view: from the serving room to the kitchen, not the other way around.

Keywords – Hotel catering, Sustainability, Service conception.

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TOURISM AND HOSPITALITY IN HIGHER EDUCATION IN PORTUGAL: INSIGHTS INTO THE EDUCATIONAL OFFER AND INDUSTRY GRADUATES

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Purpose – The goal of this paper is to provide an insight of the tourism and hospitality sector in higher education in Portugal. It is intended to diagnose the higher education offer for the sector and to analyze the evolution of its graduates in the country. This study will reveal the importance given to the sector in the Portuguese education system.

Theoretical framework – The tourism and hospitality sectors are diverse and very dynamic. Its multidisciplinary aspect represents many opportunities for employment worldwide. However, it is facing the biggest shortage of stalls of all time as jobs and work positions are in constant transformation. The education system plays a key role in providing skilled human resources for the employment market and can help tackle this unbalance and competencies mismatch. Human resources in tourism require to be trained, recruited, valued, and managed properly so it reflects on the quality of the service being offered (Costa et al., 2019). They are part of the service being provided and contribute to adding extra value to it. Therefore, the education system should provide learning opportunities that are in accordance with the labor needs, giving tourism professionals a better understanding of their involvement and contribution to the positioning of the industry. Valorizing the tourism professions, by preparing and integrating these individuals into the tourism system, is fundamental for the

differentiation of enterprises and sectoral public bodies, granting them a competitive advantage.

Design/methodology/approach – The research presents the main results of the analysis from two databases built on secondary data. For the supply of higher education in tourism, existing literature and information collected from the Directorate-General for Higher Education were combined. To obtain the number of tourism graduates in Portugal, several documents provided by the Directorate-General for Higher Education were analysed individually and tourism courses were determined. The results obtained by combining the information allow a complete view of the supply and graduates in Portuguese higher education, which were subject to data processing in excel for better interpretation.

Findings – The results show a fast increase in the number of courses and vacancies available for the tourism and hospitality sector. The Portuguese higher education system has shown interest in providing more opportunities to learn and provide skilled human resources for the sector. However, the number of courses in tourism is not very representative. Similarly, the number of graduates in Portugal is not significant. Even though some authors were concerned about the over-education in Portugal (Figueiredo et al., 2017), it is concluded that Portugal lacks in providing proper human resources for the market needs and that tourism could attract more individuals if their jobs were valorized, and their wages were suitable for their skills.

Research, practical & social implications – This study can help diagnose the tourism and hospitality sector in Higher Education in Portugal, identify gaps and plan strategies for a better match between the employment market needs and the educational system. Due to the multidisciplinary aspect of tourism and the uniqueness of the Portuguese higher education system, it was difficult to identify courses individually and manually from the area which can be seen as a limitation.

Originality/value – To the authors' knowledge, similar work has not yet been carried out. This study represents a significant contribution and support in building future strategies and plans for the higher education system as well as for the hospitality and tourism sector, as several issues were identified during the research.

Keywords – Educational offer, Higher education, Portugal, Tourism graduates.

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SUSTAINABLE TOURISM DESTINATIONS AND TERRITORIAL INNOVATION THROUGH COLLABORATIVE NETWORKS: THE CASE OF BUSSACO, PORTUGAL

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Purpose – The main objective of this research is to analyse the role of collaborative networks in territorial innovation and sustainable development of tourism destinations, focusing on the main challenges underlying these processes. The empirical study is conducted in Serra do Bussaco, which integrates the municipalities of Mealhada, Penacova and Mortágua, in the centre of Portugal, being a territory with a high potential for tourism development, which has been limited by a lack of articulation among stakeholders.

Theoretical framework – The tourism sector incorporates several stakeholders who do not have the capacity to ensure sustainable development on their own, but depend on each other to achieve common objectives, which is challenging mainly due to the fact that the tourism industry is fragmented and geographically disperse (Valeri & Baggio, 2021). The role that collaborative networks have been assuming in the innovation and tourism valorization of territories and consequent contribution to increase their competitiveness and sustainability has led to a growing interest in this field, not only by the scientific community, but also by public tourism authorities (Damayanti, Scott, & Ruhanen, 2019; Nguyen et al., 2019).

Design/methodology/approach – The methodology of the study was based on a qualitative approach focused essentially on direct observation and semi-structured interviews. Direct observation was crucial to understand the territory and its characterization and to support the interpretation of the data obtained in the interviews. Twelve semi-structured interviews were conducted, three of which with experts of well-established collaborative networks in Portugal and nine with stakeholders from the three municipalities under analysis. Through the interviews it was possible to understand the stakeholders' perceptions about the importance of collaborative networks for tourism development and territorial innovation, as well as the main challenges faced to implement it.

Findings – Research results put in evidence that tourism destinations development and territorial innovation can be improved by collaborative networks as long as there is a broad comprehension about its benefits and the main barriers perceived by stakeholders are overcome. For that purpose, it is fundamental to share knowledge about good practices, to define common goals among stakeholders within a tourism destination development strategy under an efficient leadership and communication.

Research, practical & social implications – By exploring the views and expertise of stakeholders with experience in successful tourism networks and contrasting it with those of a destination at a lower level of development, this research brings valuable insights into the main benefits and challenges implied on collaborative tourism networks approaches. The identification of the main strategic tourism assets of the studied territory of Serra do Bussaco, based on direct observation and on the views of stakeholders, allows the systematization of essential information to design a tourism development strategy proposal built on a collaborative network approach perspective.

Originality/value – This study contributes to add knowledge in a field of study increasingly recognized as key to achieve SDG at the destination level but with scarce evidences regarding the role of intermunicipal partnerships as a way of attaining territorial innovation and tourism destinations sustainable development.

Keywords - Collaborative networks, Stakeholders, Serra do Bussaco, Sustainable tourism destinations, Territorial innovation.

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VALUE CO-CREATION, DELIGHT AND SATISFACTION ON TOURISM LOYALTY: A CONCEPTUAL FRAMEWORK

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Purpose – The antecedents of loyalty, in general, and in tourism have been profusely examined by researchers worldwide for the last decades. Marketing and leisure/tourism literature suggests that perceived service quality, perceived value, place attachment, destination image, customer satisfaction, and customer delight are pronounced antecedents of loyalty towards a tourism attraction, destination, resource, or player. Still, one important challenge of today in the hospitality sector is delight as customer satisfaction is not enough as an antecedent of tourist loyalty (Ali et al., 2018). Delight and satisfaction share common characteristics, but satisfaction and delight are two separate constructs (Finn, 2005; 2012). In tourism, previous research has worked to explain the significance of customer delight as an antecedent to customer loyalty, for instance in five-star hotel spas in Portugal (Elias-Almeida et al., 2016) or in hotels, restaurants, retail, and theme parks (Torres et al., 2020). This study examines the growing importance of delight in tourism and proposes a conceptual framework to assess the influence of selected antecedents of tourist loyalty and the effect of delight compared to satisfaction on hospitality and tourism. Moreover, originally, connects these constructs with value co-creation as an antecedent of delight and satisfaction, considering that there are numerous outcomes resulting from customer value co-creation, but conceptual models about customer value co-creation in the hospitality and tourism industry that integrate empirical and conceptual knowledge are still unknown (Carvalho & Alves, 2023).

Theoretical framework – In this research, different currents of thought are included, namely the Expectancy-Disconfirmation Model (Oliver, 1980) which states that customers are expected to compare pre-purchase expectations with the experience of a product or service. If perceived performance fails

expectations, dissatisfaction or outrage will occur. If perceived service quality exceeds expectations, positive responses such as satisfaction or delight will arise (Torres et al., 2014). Also, Service-Dominant Logic, Customer-Dominant Logic, Social Exchange Theory, and others, are considered. Knowledge about these aspects remains theoretically and empirically ambiguous.

Design/methodology/approach – This is a theoretical essay based on literature review. Being conceptual, this study resorted to a semi-systematic literature review to analyze and structure delight on tourism and value co-creation, but also because this is a very broad field full of concepts, methods, and practical applications.

Findings – Results point out that delight, satisfaction, and value co-creation have different roles in loyalty as they enhance the experience lived by tourists. Through a conceptual framework, this study contributes both to advance scientific knowledge and clear practical implications.

Research, practical & social implications – Being exploratory in nature, our conceptual framework still needs to be tested in the hospitality and tourism sector. In fact, quantitative or mixed studies must be conducted to test our model.

Originality/value – This study extends the literature by combining empirical and conceptual knowledge. The originality of this study resides in the fact that it presents a multi-dimensional conceptual framework that can be helpful both to academics and practitioners when theorising about or developing loyalty in the hospitality and tourism industry through delight and value co-creation.

Keywords – Value co-creation, Delight; Satisfaction, Loyalty, Tourism.

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TOURIST TAX: A COMPARATIVE ANALYSIS OF PORTO AND MAIORCA

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Purpose – This research aims to explore the implementation and effects of tourist taxes in Porto and Maiorca while also considering the potential for their adoption in other cities across the Iberian Peninsula.

Theoretical framework – Several cities, like Porto in Portugal, and Maiorca in Spain, have become highly popular destinations. The influx of visitors has brought numerous benefits to the cities, including economic growth and cultural exchange. However, it has also placed a significant strain on local infrastructures and resources. To address these challenges, several cities, including the ones we will study in this research, have implemented tourist taxes to mitigate the impact of tourism and generate additional revenue for sustainable development.

Design/methodology/approach – The study will adopt a qualitative analysis. The first phase of the study will involve a comprehensive review of existing literature on tourist taxes, examining their purpose, structure, and outcomes in various global contexts. Subsequently, the study will deepen the cases of Porto in Portugal and Maiorca in Spain, analyzing the regulations concerning tourist taxes in these cities, in other words, their tourist tax systems. This analysis will encompass an examination of tax rates, collection methods, revenue allocation, and the overall effectiveness of these policies in achieving their intended objectives. Moreover, the research will compare the experiences of these two cities, identifying similarities and differences in their approaches to implementing tourist taxes.

Findings – The results will offer recommendations and best practices for the implementation of tourist taxes in other cities. Insights gained from the experiences of Porto and Maiorca will contribute to the understanding of the potential benefits and challenges for other cities considering the adoption of similar policies.

Research, practical & social implications – This research holds the potential to make a valuable contribution to the field of tourism management and policy development, offering insights that can help cities address the challenges associated with tourism growth while promoting sustainable development and positive social impacts.

Originality/value – The study's main contributions lie in its potential to expand the knowledge based on tourist taxes, offer actionable insights for policymakers, and contribute to the promotion of sustainable tourism practices, ultimately leading to more balanced and responsible tourism development in popular destinations.

Keywords – Maiorca, Porto, Revenue generation, Sustainable tourism, Tourist taxes.

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IMPLICATIONS OF CLIMATE CHANGE ON DESTINATION IMAGE: EXPLORATORY INSIGHTS

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Purpose – Climate change will reshape the tourism industry soon, which is one of the fastest growing economic sectors. Tourism is particularly vulnerable to weather conditions, for that is considered a climate-dependent industry. Therefore, there is a need to comprehend the complex interrelationships between climate change and the international tourism system (Scott, Gosling & Hall, 2012), particularly the impacts on destination image (DI), since the tourists' perceptions, consequent behaviour and destination choice will be affected. This study is a preliminary approach about the nexus between climate change, particularly the temperature increase, and DI as an important component of the tourism system.

Theoretical framework – The rationale of this study is based on Scott, Hall and Gosling's seminal book of 2012 for whom understanding the tourism system is extremely important when considering the impacts of climate change in the industry, what they call the "system thinking" (Scott, Hall & Gosling, 2012, p. 6). DI and climate change are the focus of this preliminary analysis conceived as a starting point for future work. The study of climate change impacts on DI will contribute to make the construct more consistent and coherent by introducing a new topic to be investigated (Rodrigues, Correia & Kozak, 2012).

Design/methodology/approach – The study was focused on the Mediterranean region, one of the most climate change affected regions, where four major tourism destinations are found, namely, Portugal, Spain, Italy and Greece. The Climate Index for Tourism (CIT) (De Freitas, Scott & McBoyle, 2008) was used to quantitatively evaluate the relation between weather conditions and tourism suitability. Datasets for climate projections up to the year 2055 were obtained from the Climate Data Store (CDS, 2023) and post-processed with python scripts developed for that purpose.

Findings – Over the studied period, the distribution of days categories according to the CIT (fair, good and unfavourable) show significant changes in the period of June to October. Three clusters with the same trends (in all or some categories) were found:

June and July increase the number of fair and unfavourable days and decrease the number of good days; September and October increase both the number of fair and good days, and decrease the number of unfavourable days; July and August increase the number of fair days and decrease the number of good days. These preliminary results are in accordance with Pang et al. (2012) and Day et al.'s (2021) perspective that climate change will have significant impacts on the tourism system due to its vulnerability. In fact, tourism, being a weather-dependent industry, will be strongly affected by climate change.

Research, practical & social implications – These changes will affect tourists' perceptions and their image about the destination. Consequently, temporal and geographical trends in tourism demand are expected to occur with impacts on destination competitiveness.

Originality/value – The main contribution of this study is to explore the nexus between climate change and DI. The focus will be twofold: (i) a reflection on the industry adaptation response concerning promotion strategies; (ii) implications to the theoretical construct of DI.

Keywords – International tourism, Image destination, Climate change, Climate index for tourism, Copernicus programme, Climate data store.

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GRANDE HOTEL DO PORTO: A CASE OF BRAND HERITAGE IN HOSPITALITY

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Purpose – The hotel industry has undergone major changes, due to growing competition, adoption of new technologies and the need to make the difference. Although there is a trend of having hotels housed in historic buildings, only a few have maintained their history and ancient design over the years.

Grande Hotel do Porto (GHP) is one of major icons among the Portuguese hospitality units which maintained not only its ancient building but also kept its service level to be different from the others. As an independent hotel, it is one of the oldest hotels in the city, known for its history and for its well-known guests.

Therefore, this research aims to find whether brand heritage and brand history have influence in the customers' decision process of choosing to stay at GHP, according to the employees' perspective.

Theoretical framework – According to Balmer (2011b, p.4) "brand heritage is one way to strengthen corporate level marketing for those organizations where heritage applies. For us, heritage is an integrated component of the character of such brands". The Balmer's model (2011a) introduce ten categories to better understand corporate heritage brands and their identities: Traditions, Customs, Nostalgia, Melancholia, Iconic Branding of the past, Retro Branding, Heritage Marketing, Heritage Tourism, Corporate Heritage Identities and Corporate Heritage Brands.

Design/methodology/approach – Once the purpose of this research is to have an internal perception concerning the hotel brand heritage and history, and the employees' vision about the guests' perspective, it was used a qualitative research methodology, with data being collected using nine semi-structured interviews to some key employees.

These interviews were carried out in person, during February and March of 2022 to some present and past employees, belonging both to management and operational level. Content analysis techniques and a coding process were used, being the main categories identified (Krippendorff, 2018) and organized in tables to help understand the results.

Secondary sources were also used to complement the information provided by the interviews, and fill gaps identified by the author in the employees' speech, on the author's observation during research.

Findings – The hotel history, tradition, facilities, and the quality of the service were the categories mentioned by the employees' as being something that together created the necessary environment not only to keep guests, but also employees, as some of them have been working there for over twenty years.

Research, practical & social implications – The values of the service culture, the service quality and the hotel reputation based on its history and famous guests are among the main reasons mentioned by the employees as influencing guests to choose GHP over other hotels, in Oporto.

Originality/value – This theme should be of interest to both empirical and theory in the hospitality field of research, since brand heritage has been used to differentiate the hotel product itself, and to reinforce the storytelling about the service offered by some small historical hotels located in city centers. These hotels are preferred by tourists who enjoy the service offered by small hotels, usually run by familiar companies over those managed by international chains.

Keywords – Brand heritage, Grande Hotel do Porto, History, Hospitality.

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EMPOWERING WOMEN IN TOURISM: A SYSTEMATIC REVIEW OF ABSORPTIVE CAPACITY AND FEMALE ENTREPRENEURSHIP

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Purpose – Understanding the role of absorptive capacity in female entrepreneurship in the tourism sector.

Theoretical framework – The proposal is grounded in the literature on absorptive capacity (ACAP), which refers to an organization's ability to recognize, assimilate, and apply new knowledge (Cohen & Levinthal, 1990). The study applies this concept of female entrepreneurship in the tourism sector to identify these initiatives. Additionally, ACAP is a process that involves the acquisition, assimilation, transformation, and exploitation of knowledge (Zahra & George, 2002).

Design/methodology/approach – A systematic literature review was conducted using the keywords 'gender' AND 'entrepreneurship' AND 'tourism'; 'woman' AND 'entrepreneurship' AND 'tourism'; and 'woman' AND 'knowledge' AND 'tourism' on the Scopus database. After applying selection criteria, 30 articles were analyzed through content analysis.

Findings – Tourism is a significant contributor to the global GDP (UNWTO, 2022), but is also susceptible to situational changes that drive organizations to adapt to external challenges (Tito & Araújo, 2019). Absorptive capacity becomes relevant as it enables organizations to recognize, assimilate, and apply new knowledge, making it particularly important in female entrepreneurship (Cohen & Levinthal, 1990; Zahra & George, 2002).

Entrepreneurship in tourism plays a transformative role by introducing innovation to the sector. Success in entrepreneurship relies on leaders having a strategic vision, combining organizational details with creativity and critical thinking. Women's representation in management positions in tourism is still low, with a concentration in operational roles (Freund & Hernandez-Maskivker, 2021; UNWTO, 2022). In rural tourism, there are opportunities for women considering the particularities of this activity.

It is essential to discuss knowledge in tourism while examining it from the perspective of female entrepreneurship in other analytical contexts.

Research, practical & social implications – Gender equality is a relevant issue in tourism, with women's participation being emphasized as a means to promote social and economic inclusion (UNWTO, 2022). Research indicates that the presence of women in leadership positions can drive financial performance in companies within the sector (Bogodistov et al., 2017).

Originality/value – There are no existing publications that link absorptive capacity, female entrepreneurship, and tourism. This emerging proposal may contribute to advancing research in the tourism industry.

Keywords – Absorptive capacity, Female entrepreneurship, Tourism.

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THE PERSPECTIVES OF SMART DESTINATIONS IN THE RURAL SPACE

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Objective – To deeply analyze the approaches and methodologies used in research concerning smart tourism destinations (STD) in the rural space, and be aware of the tourists' perceptions regarding the adopted practices.

Theoretical Background – STD is an innovative tourist space that guarantees the sustainable development of the tourist territory, in an accessible way to everyone. The STD facilitates the interaction and integration of the visitors with the surroundings, increments their experience quality, and improves the resident's quality of life (Segittur, 2016). According to the Spanish Department of Tourism, to become a smart tourism destination, it is necessary to analyze five pillars, which are: governance, technology, innovation, accessibility, and sustainability (Segittur, 2016). In Brazil, besides the mentioned pillars, it was added four axes, which are: safety, promotion and marketing, mobility and transportation, and creativity (Mtur, 2021).

Design/methodology/approach – This research consists of a systematic review. Based on the PRISMA methodology, first, it was defined the research question and objective, the databases to be searched, the search terms and criteria, the identification of the pre-selected studies, the initial and final analysis of the articles (Morais et al., 2018), and the data coding and categorization. The data search was conducted using the Web of Science, Scopus, and Scielo databases, filtering by the period from 2002 to 2022 and using the following search strings: "Nature tourism" AND "Smart tourism destinations"; "Tourism in rural areas" AND "Smart tourism destinations"; "Rural tourism" AND "Smart tourism destinations"; "Smart tourism destination" AND "Brazil".

The initial search resulted in 193 papers. It was analyzed and selected 41 valid articles that were clustered into nine thematic categories: tourism in rural space, Information and Communication Technologies (ICTs), innovation, sustainability, accessibility, governance, promotion and marketing, skills and competencies, and tourist perceptions (Mtur, 2021).

Results – The most used methods in the analyzed articles were: systematic review, mixed methods, case studies, in-depth review, and bibliographic analysis. The tourists' profile in this segment characterizes informed and sophisticated people, aware of the importance of their active role in the tourism of the rural space. The tourists present a consumption behavior that is typical of the modifications suffered with the technological boom, in the search for information for decision-making (Ballina, 2020). It is essential that the stakeholders work together to define governance, properly to attend to the STD objectives (Gomes et al., 2017).

Research, practical and social implications – Few studies regarding STD in the rural space were identified. The studies regarding tourism concentrated in urban and coastal areas. Thus, knowing the smart destinations' perspectives in the rural space can promote the rising of new companies and businesses, encouraging the staying of youngsters and women in rural areas.

Originality/worth – This study contributes to the literature of the topic because, based on this study's results, we proposed innovative ideas of how to improve the rural tourism and how to foment the STD policy among the stakeholders of the rural tourism segment.

Keywords – Tourism in the rural space, Smart cities, Smart tourism destinations.

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SUSTAINABILITY FOR LOCAL DEVELOPMENT IN TOURISM: THE EXPERIENCE OF A ROUTE

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Objective – To identify the sustainable practices adopted in the Tourist Route Pantanal Bonito Serra da Bodoquena, in Mato Grosso do Sul State, Brazil.

Theoretical Framework – Sustainability gains space for discussion in different spheres, both in the national and international context. Its relevance is due to the challenges regarding environmental pollution, biodiversity restoration, new sources and efficient use of energy, the origination of new green businesses, circular economy, and adoption of sustainable and smart mobility (Beni & Moesch, 2016; Ristic; Vukoicic & Milincic, 2019). The tourism sector has been adopting practices and seeking for establishing favorable conditions for the development of sustainable offers and tourist products (Beni & Moesch, 2016).

Sustainability incorporates indicators and targets present in the Sustainable Development Goals – SDGs, which represent guidelines for the governmental spheres, to establish justice and better well-being conditions (ONU, 2016). The SDGs embrace 17 objectives that involve attitudes toward how the actions of the government, private sector, and organizations, should be executed, evidencing an interconnectivity of economic, social, and environmental sustainability.

Design/methodology/approach – Qualitative research was conducted through semi-structured interviews during the year 2022. Nine people were interviewed (government, NGOs, managers of tourist enterprises, and managers of the tourist route association). In this research, we used the Grounded Theory, Straussian approach by Corbin and Strauss (2015), with support of the Atlas.ti software.

Results – We identify that the actions regarding economic, social, and environmental sustainability are instigated by the actors of the tourist route. The data corroborate the practice of economic, social, and environmental sustainability. However, political sustainability was not properly identified. Even in the face of policies and documents of guidance for tourist activities, the mentioned or required sustainability did not contribute satisfactorily to the natural environment protection. Thus, it becomes indispensable to comprehend the local necessities to improve actions and important elements for the tourism sector's development in rural areas, mainly in the segments that embrace tourism in nature.

Research, practical and social implications – It is important to mention that to assess and implement sustainability actions in the tourism sector is a difficult task because there is no ideal solution for all activities and segments of the sector. It is necessary to identify trends, be aware of the complexity, respect the context, and recognize the interconnections. After the creation of the 2030 Agenda, which establishes the SDGs, there is greater pressure regarding the adherence to sustainability in public policies. Although it is something marked by market pressure, it generates social and environmental contributions.

Originality/worth – This research explores the sustainability practices in the tourist route at the moment of the implementation of the formalization of a Regional Governance Instance.

Keywords – Tourism in nature, Tourist routes, Sustainability.

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DEVELOPMENT POTENTIAL OF ALTERNATIVE TOURISM IN CARIRI MICRO-REGION, PARAÍBA. A MULTI CRITERIA ASSESSMENT

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Purpose – The research objective is to determine a ranking for the potential of Alternative Tourism development among municipalities of the Cariri region, Paraíba, that are part of the Brazilian Tourism Map to contribute to decision-making in tourism planning.

Theoretical framework – AT includes all forms of tourism consistent with natural, social, and community values, which provide social, cultural, environmental, or educational experiences (Priporas & Kamenidou, 2003; Jovicic, 2016). AT is beyond a tourist typology. It is a development model (González et al., 2021) and can be a vector for Low-Density Territories (LDT) development, areas with economic and social development below the national average.

Design/methodology/approach – It is a quantitative study using a multi-criteria methodology. The model is based on the non-compensatory PROMETHEE II method, structuring the problem by identifying alternatives and relevant criteria to obtain a ranking of cities about their tourism potential. The Cariri microregion was analyzed encompassing several low-density territories in the semi-arid zone in northeast Brazil. The decision matrix considered 15 criteria from the Ministry of Tourism (MTur) of Brazil.

Findings – The 15 criteria are grouped into three categories: attractions, infrastructure, and tourism development conditions. The multicriteria result indicated the following order of cities' potential for developing alternative tourism: (1) Cabaceiras, (2) Boqueirão, (3) Monteiro, (4) Taperoá, and (5) Gurjão. However, calculations based on the overclassification flow values showed that only the first two cities have a positive net flow. This means that the current context of Monteiro, Taperoá, and Gurjão cities is unsuitable for developing alternative tourism.

Research, practical & social implications – Our findings indicated a mismatch between the criteria for including cities on the Brazilian tourist map a policy and plan created at the federal level, as three cities presented a negative level to develop tourism activities. This can generate public and private investments in regions that do not have the minimum conditions as tourism destinations. Therefore, this research contributes to tourism planning in low-density territories and offers a theoretical discussion on alternative tourism for LDTs.

Originality/value – The research's originality lies in demonstrating a complementary method to support investment decisions and policies at the local level for TBDs with a simple set of criteria commonly available by secondary data. That is important, as Low-density territories are usually deficient in data monitoring the tourism sector.

Keywords – Alternative Tourism, Low-Density Territory, Multi-criteria analysis, Tourism development.

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ALTERNATIVE TOURISM SCALE: A TOOL FOR SOCIAL TOURISM DEVELOPMENT

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Purpose – This study aimed to validate a scale for assessing Alternative Tourism (AT) in low-density territories (LDT). It provides a tool to verify if the tourism meets the characteristics of Alternative Tourism, i.e., if it is a model capable of promoting local development from the bottom-up perspective with a participatory character adapted to small communities.

Theoretical framework – Alternative tourism is an ambivalent phenomenon with direct and indirect effects and advantages and disadvantages (Luna & Rodriguez, 2018). It is an attractive option for developing communities (Ballina, Garcia & Mantecon, 2022; Cruz et al., 2021), particularly in peripheral regions. Li et al. (2022) recognized AT as an inclusive model of development that covers many tourism typologies and positively affects local development.

Design/methodology/approach – It is a quantitative exploratory methodology based on scale validation procedures with multivariate statistical techniques. We performed an Exploratory Factor Analysis (EFA) using the SPSS software. Data collection was in LDTs of the Douro region, Portugal. The sample size was 112 respondents. The questionnaire used a 5-point Likert-Scale and had 33 variables extracted from the literature.

Findings – EFA extraction indicated that six dimensions explained 71.5% of the total variance. The value exceeds the minimum recommended value of 60% (Chang et al., 2020). The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO = 0.860) was adequate. Bartlett's test of sphericity ($\chi^2 = 2893.47$; $df = 528$; $Sig. = 0.000$) indicated a correlation between the selected variables and a level of significance. The validated scale indicated that the 33 variables are valid and are distributed into the following dimensions: Balanced territorial dynamization (9), Benefits at the local level (7), Valorization of endogenous resources (6), Promotion of local culture and sustainability (5), Participatory and diversified tourism planning (4), Social costs (2).

Research, practical & social implications – The study has theoretical and practical implications. We validated a model for AT with dimensions and variables contributing to reducing the degree of theoretical abstraction on this concept in the literature. At the same time, the model is a management tool to monitor the creation of social value from tourism in host communities of low-density territories. Also, the model is helpful to any destination that wants a bottom-up tourism development perspective/dimension.

Originality/value – Alternative Tourism has been discussed in the literature. However, we developed the first validated scale that expresses it not as a tourism typology but as a development model toward becoming tourism a vector of social value creation.

Keywords – Alternative tourism, Low-density territory, Alternative tourism scale, Tourism social value.

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NAVIGATING THE CROSSROADS OF CIRCULAR ECONOMY, GASTRONOMY, AND SUSTAINABILITY

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Purpose – The objective of this study is twofold: firstly, to scrutinize the scholarly output regarding Circular Economy, Gastronomy and Sustainability concepts, and secondly, to evaluate the adhesion of scientific literature to global trends and recommendations within the domain of Circular Gastronomy.

Theoretical framework – Circular Economy principles are not based exclusively on reducing and reusing the raw materials used in the production system, but should, at the same time, encourage opportunities for sustainable consumption, waste management and innovation, as well as human development and global well-being (Muranko et al., 2018; Lakatos et al., 2021). In this context, the concept of circular gastronomy arises as the expertise and proficiency in food and meal designs, with a particular emphasis on reimagining and redefining culinary experiences, being instrumental in fostering the advancement of gastronomy towards a sustainable future (Lee, 2023; Nyberg et al., 2022; Schmitt et al., 2017). In sum, the development of sustainable models and innovation in gastronomy, based on the principles of prevention and regeneration, is imperative in outlining a goal that the current restaurant industry must strive to increase (Borrello et al., 2016; Chuang et al., 2010; Vilariño et al., 2017; Rodrigues et al., 2022; Visković & Komac, 2021).

Design/methodology/approach – The research overviews the key results of a bibliometric analysis that was conducted using the SCOPUS and Web of Science (WOS) databases, on February 28, 2023, following a mixed methodological approach, as part of the project CeGAS – Circular Economy for Sustainable Gastronomy: Diagnosis and adoption of good practices in the restaurant sector. The obtained results, deemed significant, were further processed using the VOSviewer software to enhance interpretation.

Findings – Out of the four hundred articles analyzed, the majority of research has been conducted by authors from Italy, Spain, and the United States. Over the past decade, there has been a notable increase in scientific publications exploring the concepts of circular economy, sustainability, and gastronomy, with contributions from three hundred authors dedicated to this subject. Results suggest a strong presence in the study of these variables in European countries and four main areas of research: i) behavioral aspects of society; ii) the multidisciplinary of environmental sciences; iii) agricultural innovation; and iv) economic and management approaches.

Research, practical & social implications – This systematic approach can aid in organizing the key attributes of the scientific literature pertaining to the correlation between circular economy and gastronomy, highlighting its sustainable and industry-advancing essence. Moreover, it serves as a means to raise awareness and cultivate a critical mindset among individuals regarding the significance of circular practices within the restaurant sector. Additionally, it can offer valuable guidance to entrepreneurs and managers in the field, empowering them to select more sustainable and eco-efficient operational alternatives, thereby reducing resource depletion and minimizing food waste.

Originality/value – This pioneering study represents a significant contribution to the pursuit of a more sustainable restaurant sector by exploring the convergence of circular economy principles and local gastronomy. By delving into this intersection, it sheds light on an unexplored area of research and provides valuable insights for fostering circular gastronomy within the restaurant industry.

Keywords – Circular economy, Gastronomy, Sustainability, Circular gastronomy, Bibliometric analysis

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A TOURIST AND LITERARY WALK, FROM CASA DOS BICOS TO CAIS DO SODRÉ (LISBON)

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Purpose – Considered a form of cultural tourism, literary tourism has gained importance in recent decades as a factor in the development of a given region. The objective of this exploratory study is to provide content, both cultural and literary, that allows national and foreign travelers and tourists to explore the mythical city of Lisbon. The presentation focuses on an itinerary between Casa dos Bicos and Cais do Sodré (or vice versa).

Theoretical Framework – The theoretical contextualization is supported by the literature review, considering the concepts of cultural and literary tourism, as well the concepts of itinerary design for walking tours.

Design/Methodology/approach – The methodology adopted is qualitative, based not only on a bibliographical review of theoretical observations, including itinerary design, but also on documentary analysis and historiographical research, in the fields of Literature and Travel Literature, History and Culture. The resulting materials are subject to analysis, being tested in the field and supported by photographic evidence.

Findings – After the practical application of the itinerary, it was concluded that the experience resulted very pleasing for the vast majority of the participants.

We also concluded that this type of experience/itinerary requires a peaceful environment that allows listening not only to tourist cultural explanations but also to listening to literary texts being read.

Research, practical & social implications – Lisbon has the potential to welcome travelers and tourists interested in this type of cultural and literary experience, even those who spend less time in the city. However, more research needs to be done to find out if it is possible to encourage this type of tourism in other parts of the city, or even in other cities.

Originality/value – In Lisbon there are cultural and tourist itineraries, carried out, among others, by guides. There are also literary itineraries, which generally focus on

just one writer. Combining the two forms of information, and, in this case, reading several writers and travelers, who were in the same places at different points on the itinerary, is something new.

Keywords – Lisboa (Lisbon), Literary-cultural itineraries/walks, Writers, Travelers.

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INTEGRATING SUSTAINABILITY IN TOURISM DESTINATION PLANNING: THE CASE OF OURENSE TERMAL, SPAIN

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Purpose – This research addresses a critical aspect in the realm of sustainable tourism planning. This paper underscores the importance of a holistic and practical approach to sustainable tourism planning, especially during times of uncertainty and change. The research conducted during the pandemic's summer in 2020 aims to provide a practical demonstration of sustainable planning. It emphasises the necessity of a thorough assessment of the territory and aligning proposals with sustainable pillars and principles, with a double exigence: take into account the region's strengths, opportunities, weaknesses, and threats to develop a comprehensive plan and being concrete and no vague with the mentioned alignment.

Theoretical framework – Sustainability has turned into a “must” in tourism destination planning documents, and also, a marketing topic, as far as tourism demand has evolved in the worrying about sustainability (Igreja et al., 2022). Sustainable tourism planning has to be a tourism development plan which is sensitive to environmental, social and cultural attributes of the destination and tourism not properly planned and managed can leave permanent footprints on the physical, cultural, social and economic environments of destinations (Dwyer, & Edwards, 2010), so it's unsustainable per definition. But, for sustainable planning, the contrary is not enough.

Methodology – In a first phase of prior knowledge: Selection of secondary sources & collection of secondary data; Literature review; Benchmarking and good practices identification. Secondly, a field work was conducted with the following tools: Conducting on-site analysis of the sustainability level of the territory. Collecting and processing primary data: tourist survey, interviews (managers & owners); interviews (experts). Focus group: public agents; Diagnosis. Finally, proposals development and Sustainability verifications (for diagnosis & proposals)

Findings – The most frequent way used to evaluate tourism sustainability in a destination is a system of sustainable tourism indicators, which are also used for audit and certification (Blancas et al, 2011), but to plan is at another “level”, not depending on the better or worse grade of sustainability of the destination, but on the process itself

to guarantee the future sustainability. The example of Ourense, Provincia Termal, showcases that even in regions without a prior history of sustainability initiatives, it is possible to develop a thorough and effective plan that enhances the region's environmental, social, and economic well-being while ensuring long-term viability for tourism.

Research, practical & social implications – The paper contributes both theoretically and practically. Theoretical contributions involve establishing fundamental guidelines for sustainable planning and extending these principles beyond conventional approaches. On a practical level, the case study of Ourense Termal, a rural region known for its hot springs, showcases the successful implementation of these sustainable planning concepts, even with several complicated issues (non-contiguous territory, no previous worry about sustainability – neither indicators – no abundant historical tourism data, and a just finished confinement – June-August 2020)).

Originality – The interest of this study case is high, because, being a non contiguous territory, other tools for sustainable tourism planning, as geographic information systems (GIS) (Bahaire, & Elliott-White, 1999) can't be used, neither homogeneous attributes (Dwyer & Edwards, 2010) and, escaping from the vagueness of values and principles, other techniques that rigorously demonstrate the sustainability of the plan have to be put in place. So, we are discussing a unique study case that involves planning sustainably in a specific scenario that impedes traditional methodologies.

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THE DYNAMICS OF TOURISM DEVELOPMENT IN MADEIRA AND PORTO SANTO: COMPLEMENTARITY OF MIMICRY?

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Purpose – This paper explores from an econometric point of view the tourism dynamics between Madeira and Porto Santo, both part of the archipelago of Madeira. These two destinations are perceived differently abroad among tourists and tour operators. While Porto Santo boasts a 9km-long golden sandy beach and succeeds based on the sun-and-sea product, Madeira is rather known by its landscapes, nature-related activities and top-quality accommodation.

Not surprisingly, the demand dynamics on each destination is apparently rather different, with high levels of seasonality in Porto Santo in the summer, and tourists travelling to Madeira on a year-round basis to enjoy the mild temperatures and open-air activities in dry weather. However, the data available suggests that both islands share a number of commonalities, namely a similar pattern in terms of seasonality and growth dynamics. In this study we analyse time-times data to ascertain the degree of integration of both destinations, in a number of key variables, such as arrivals, overnights, length of stay and revpar. As both destinations must adopt a science-driven policy making approach, this study provides useful insight in this regard.

Theoretical framework – This study is based on the literature focused on the co-evolution of destinations part of an archipelago subject to core-periphery relationship with a politically dominant entity, usually the largest island.

Design/methodology/approach – The data used in this study results from the statistics published by the local Statistical Office. The time series under analysis tested to identify relationships of cointegration and other statistically meaningful relationship between variables.

Findings – The results indicate that Madeira and Porto Santo follow a similar path in terms of growth dynamics in terms of arrivals and length of stay. Commonalities are rather important than different, even though that both destinations are understood as complementary and therefore distinguishable.

Research, practical & social implications – This study illustrates the importance of taking into consideration, sound statistical analysis, proximity, issues of political dominance and practical ways to development cooperation and a synergistic approach in two complementary destinations perceived as intrinsically differentiated but following similar development paths.

Originality/value –This paper looks at two adjacent and umbilically linked destinations in order to identify facts, relationships and opportunities to create synergies and value for money for the current moment of jointly advertising abroad.

Keywords – Madeira, Porto Santo, Time series, ARDL.

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THE DETERMINANTS OF LENGTH OF STAY IN THE POST-COVID ERA: DATA FROM MADEIRA

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Purpose – This study aims to identify the determinants of the length of stay (LOS) of international tourists in travelling to Madeira based on a dataset comprising observations from both the pre and the post COVID phases, in order to identify meaningful differences in terms of behavior and key determinants.

Theoretical framework – This study is based on the literature focused on the determinants of length of stay as well as on the recent strand of research translated in articles, publications, analysis and case studies on the topic of COVID.

Design/methodology/approach – The determinants of LOS were analyzed by means of three established methods (ordinary least squares (OLS) regression, Poisson regression, and survival analysis). The database results from a 4 year-log period of data collection processes carried out among visitors travelling to Madeira to attend traditional and highly popular events. The data base contains around 3000 observations.

Findings – The results indicate that tourists' LOS is positively related to visitors' sociodemographic characteristics. In general, no major statistically significant differences were identified for most covariates, between the two periods under analysis. The COVID didn't change fundamentally the key determinants of length of stay. The region depends critically on access by air, that maintains the normality in terms of the number of routes and weekly frequencies, precluding visitors to redefine their intentions in terms of the duration of stay.

Research, practical & social implications – This study illustrates that those destinations mainly dependent on air travel to fill in rooms are bound to maintain the decades-long pattern in terms of the duration of stay. In terms of practical implications, this study suggests that permanent changes in the duration of stay dynamics implies the redefinition of the air transport dynamics.

Originality/value – This paper analysis the impact of COVID under a restrictive set of conditions, namely truncated accessibility and relatively high fixed costs forcing visitors to stay at least one week.

Keywords – LOS, COVID, Events.

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THE ROLE OF TAX INSTRUMENTS IN MANAGING OVERTOURISM

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Purpose – The tourism activity has largely evolved in the last decades. Until 2017, the phenomenon of overtourism did not receive particular attention from academia and it also did not attract particular attention from the tourism trade but the topic exploded in literature in 2018 and 2019 (Koens et al., 2018; Veríssimo et al., 2020). The purpose of the present study is to present a literature review about overtourism and how tax instruments can help manage tourism in destinations.

Theoretical framework – Overtourism is always a situation of massive tourism or increasing volume, which causes one or more excessive negative impacts (Carvao et al., 2018; Koens et al., 2018) (Carvao et al., 2018; Koens et al., 2018). According to Peeters et al. (2018, p. 41) overtourism is “the situation in which the impact of tourism, at certain times and in certain spaces, exceeds the physical, ecological, social, economic, psychological, and/or political capacity threshold(s) of a destination”. To this definition we add that such impacts are politically undesirable, which means that it is always the political community that decides that such impacts are negative and undesirable. Which political community is relevant to that decision is variable.

Design/methodology/approach – The present study is a theoretical essay based in literature review of the main contributions in scientific databases.

Findings – The negative impacts of overtourism have been widely referred in literature (McKinsey & Company & World Travel & Tourism Council, 2017; Peeters et al., 2018; World Tourism Organization, 2018) and broadly they can be summarized as follows i) a sharp decrease in the quality of life of residents in the place visited; ii) a sharp decrease in the quality of the tourist experience; iii) ruin or even destruction of cultural, physical or intangible assets, whether or not they are part of the tourist experience; iv) ruin or even destruction of environmental assets, whether or not they are part of the tourist offer. The use of tax instruments is a targeted strategy used to tackle the phenomena of overtourism.

Research, practical & social implications – There are several types of taxes that can be applied in tourism management: taxes, fees and special contributions. Within the non-sanctioning fiscal instruments, the tax is the one that best suits a management strategy for the overtourism problem, either because it can be freely created at the level of municipalities or other government or local administration. Furthermore, its justification may be linked to a certain use of public tourist goods, either because its product can and should, in this case, be used to manage the use of that public tourist good

Originality/value – The purpose of applying tourism taxes, levies and duties, public prices and fees in tourism management is a most urgent topic that should be studied to reduce the volume of tourism in several destinations.

Keywords – Overtourism, Tax instruments, Tourism destinations.

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GENDER PERCEPTIONS IN HIRING EVENT MANAGERS

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Purpose – Considering the importance of events in the current tourism context, this study aims to discuss how gender perceptions influence decision-making in the hiring processes of event managers.

Theoretical framework – Based on a constructivist approach, a qualitative study was conducted, within the scope of event and gender studies.

Design/methodology/approach – Data were collected by face-to-face semi-structured interviews applied to CEOs of companies providing event management services (19) and event managers (29).

Findings – Although a dichotomous view of society based on masculinities or femininities was not intended (care was taken in structuring interviews guidelines), results point to the dominance of this divided view between feminine and masculine, particularly related to the attributes associated with them.

It was also possible to conclude that the CEOs are involved in the processes of hiring event managers. Whether they are present in the whole process or only in the selection, CEOs have a great deal of decision-making power.

Regarding the influence of gender on hiring event managers, there is no complete consistency among CEOs interviewed. There are cases in which the recruitment, selection and hiring process is influenced by gender, although this influence is not always felt in a positive or negative way in relation to a specific gender. This means that either females or males can be favoured depending on what is desired for the specific position, resulting that masculinities and femininities are clearly associated with tasks and competences. Another issue to mention is that this perception is constructed by both positive and negative discrimination, i.e. in some cases in which preference is presented by showing what is not wanted in another gender, while in others it reinforces what is valued in the preferred gender.

Regarding the perception of who is hired to manage events, diversity was also founded. Some interviewees clearly felt that their gender influenced the choice between candidates, although others revealed that they did not perceive any impact of gender on the process.

When analysing data in more detail, dimensions pointed out as justification for gender being able to impact, or not, the hiring of event managers are related to: skills and experience; recommendation and common professional experiences; search for similarities; and gender balance in the team.

Research, practical & social implications – Although this research was limited to companies that organise corporate events in the Lisbon metropolitan area, this exploratory study brings to the discussion a current topic and allows to know the phenomenon of events at the intersection with the field of gender analysis. As so, it paves the way for a sustained intervention of the recommendations of the United Nations Organisation, based on the Sustainable Development Goals, specifically on gender equality.

Originality/value – As there are no known studies on the implications of gender in the hiring of event managers, this innovative research presents and may promote further studies applied to other areas within events.

Keywords – Events, Event managers, Gender, Hiring.

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IMPLEMENTING SUSTAINABLE TOURISM IN THE HOSPITALITY INDUSTRY

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Purpose – The objectives of this study are to 1) examine the green practices employed by hotels, 2) identify the factors influencing hotels' sustainability efforts and the main barriers limiting these efforts, and 3) determine customers' interest in green practices employed by hotels and the degree of customer perception.

Theoretical framework – Nowadays, more and more attention is being paid to sustainable development in the hotel industry, which is in line with modern trends related to environmental protection and sustainable and even sustainable development. Sustainable in the hotel industry is implemented through a variety of pro-environmental, green solutions and different countries, regions are characterized by varying degrees of development in the concept of "green hotel" development.

Design/methodology/approach – The problem was presented on the example of eco-labeled hotels (Polish and Turkish 3, 4 and 5-star hotels). The study was carried out with hotel managers using a structured survey questionnaire. The survey was conducted in 2022/2023 on a group of 50 hotels in Poland and Turkey. The questions addressed to hotel managers focused on environmentally friendly, green solutions for tourist-hotel service: hotel infrastructure, transportation, food and beverage as well as working conditions and gender equality.

Findings – Among pro-environmental infrastructure solutions, the most frequently mentioned were: access to clean drinking water and connection to the main sewage line (in Poland-100%, in Turkey-80%), and a garden sprinkler system that uses recycled water, mainly in Turkey (80%), due to the hot and dry climate. An additional advantage

of hotels in Turkey is the system of using recycled water (using rainwater to flush toilets and spray plants) and the automatic system of turning off air conditioning and electricity when windows are opened. All surveyed hotels use electricity obtained from solar panels (photovoltaics). In addition, the use of heat pumps to heat hotel rooms (75%) was noted in Polish hotels. Hotel transportation uses green energy vehicles (melex). A great asset of Polish hotels is their involvement in supporting and protecting local cultural heritage (74 %). In the analyzed hotels, the majority of employees are women (75% in Poland, 60% in Turkey), however, the management and board of directors of hotels in Turkey are dominated by men (70%), which is due to traditional forms of social life. Working conditions in hotels are in line with employees' expectations, with irregular working hours limiting private life (as indicated by 25% of respondents). In the dietary issues group, 82 % of hotels in Poland offer pesticide-free organic food to guests, while 52% in Turkey. In both Poland and Turkey, the food is of regional origin and supports the internal local market. The results of the study allowed us to identify the directions of development of the Polish and Turkish hotel industry in terms of the application of green practices for sustainable development, as well as to point out the factors determining the implementation of pro-environmental solutions, among which the economic, reputational and customer demand for a modern tourist ecological product is indicated as one of the most important.

Research, practical & social implications – The article indicates the directions for creating a sustainable tourism product in the hotel industry. The greening of hotels is important for the development and promotion of sustainable tourism, as well as influences the awareness of potential customers. The results are also relevant to hotel industry employees including managers. An important element of sustainable development is public participation and cooperation with the regional government in the field of tourism planning and development.

Originality/value – The article shows the issue from the side of hotel managers. The research is a reliable source of information on the degree of development of the selected hotels towards their sustainability. There are few studies in the literature on the introduction of green practices in hotels using the example of two countries – located in coastal destinations, but completely different culturally.

Keywords – Tourism, Sustainability, Hotel industry, Green practices.

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ACCESSIBILITY OF SUPPLY IN TOURISM DESTINATIONS' COMPETITIVENESS MODELS: REVIEW OF THE STATE OF THE ART AND PROPOSAL OF A NEW MODEL

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Purpose – This study intends to examine the inclusion of the accessibility dimension on tourism destination competitiveness models and on competitiveness indices. Based on this analysis and on an exhaustive review of international and national legislation and specific literature on accessible tourism, regarding the requirements that a tourism destination must fulfil to satisfy the needs of all visitors, regardless of their special needs, a model for the competitiveness of tourism destinations in which accessibility is one of the central dimensions is proposed.

Theoretical framework – Accessibility is essential for the development of inclusive and sustainable tourism. Therefore, the tourism destinations should promote the accessible tourism given that it is an excellent business opportunity due to the current size and growth potential of the accessible tourism market.

Design/methodology/approach – This study was carried out based on a literature review on SCOPUS and *b-on* databases. Based on an exhaustive revision, various models and indices of tourism destination competitiveness were identified and analysed.

Findings – Results obtained revealed an almost complete absence of the accessibility dimension on destination competitiveness models and on competitiveness indices.

Research, practical & social implications – Tourism destinations must offer products, services, and environments accessible to all, ensuring that all segments of demand can enjoy their stay with comfort and safety. When the attractiveness of a destination is planned in an integrated way, accessibility can give destinations a distinct identity, making them more attractive and therefore more competitive.

Originality/value – No literature review studies are known to evaluate the inclusion of the accessibility dimension in destination competitiveness models. So, incorporating

the accessibility issue on tourism destination model's theoretical framework is crucial to foster more inclusive destinations.

Keywords – Accessible tourism, Sustainability, Attractiveness, Competitiveness, Tourism destinations.

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CULTURAL AUTHENTICITY AND INTEGRATION IN THE MIEVEAL MARKET OF ÓBIDOS, PORTUGAL

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Purpose – With this pitch, we aim to identify and validate the factors that enhance the tourist experience by addressing analytical contexts that provide intrapersonal impacts and a comprehensive understanding of the tourist experience, specifically within the context of the Portuguese historical recreation event known as the "Medieval Market of Óbidos."

Theoretical framework – This approach seeks to significantly contribute to a deeper understanding of the elements that enrich the tourist experience at the "Medieval Market of Óbidos." By exploring these factors, we aspire to provide valuable insights for improving the management and planning of similar historical recreational events, as well as for the broader field of cultural and leisure tourism.

Design/methodology/approach – To achieve this objective, we employed a methodological evaluation approach based on a set of indicators proposed in specialized literature. This methodology was carried out descriptively and inferentially, allowing for the validation of a theoretical proposal that encompasses the dimensions and contexts involved in the experience.

Findings – To comprehensively present the work developed, we chose to highlight the various dimensions and contexts of the tourist experience, emphasizing their relevance as factors that enhance tourists' satisfaction. In this study, we identified and validated six specific dimensions.

Research, practical & social implications – It is expected that the results and conclusions of this research will assist professionals in the tourism sector, event

managers, academics, and other stakeholders in promoting more rewarding and memorable tourist experiences for visitors.

Originality/value – By contributing to the advancement of knowledge in this area, we aim to enrich the academic and practical fields, raising the standard of quality of the offered tourist experiences.

Keywords – Tourist experience, Medieval festival, Historical recreation, Heritage.

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