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Edited by

Ana Pinto Borges, PhD and Elvira Vieira, PhD

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

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Presentation: ISAG – European Business School

ISAG - Instituto Superior de Administração e Gestão, is an establishment of private higher education polytechnic, created in October 1979 and officially recognized by Decree-Law nº. 375/87 of 11th December.

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

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

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

Presentation: Consuelo Vieira da Costa Foundation

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

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

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

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

Mission

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

Vision

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

Values

I. Respect and Humanism

II. Ethics, Responsibility and Social Inclusion

III. Sustainable development

IV. Quality and Innovation

About CICET - FCVC

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

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

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

Presentation: International Workshop "Tourism and Hospitality Management" (IWTHM2023)

The International Workshop Tourism and Hospitality Management (IWTHM2023) is an international scientific meeting, that gathers together researchers from around the world, with the purpose of sharing knowledge in the topic of Tourism and Hospitality Management. Moreover, this intensive, diversified and original event intends to be a reference in the scientific community evolving Tourism and Hospitality Management.

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

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

Thus, the IWTHM2023 Organizing Committee invited researchers from all around the world to submit their work, under the form of abstracts, extended abstracts and full papers. All manuscripts went through a double-blind peer-review process in order to be selected to presentation at the Workshop. Abstracts, extended abstracts and full papers presented at the workshop are contemplated in present document, and after the Workshop, the e-book will be sent to be indexed at Google Schoolar, Proquest, EBSCO, SCOPUS and WoS.

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

The articles / Abstract / extended abstract presented at IWTHM2023, will have the opportunity to be submitted for publication at Tourism Review, the pioneering journal

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

Ethics & Malpractice Statement

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

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

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

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

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Communications

Session I – "Tourism Management and Strategy"

Chair: Ana Pinto Borges

Unpacking the effect of entrepreneurial strategy on corporate performance: The roles of service innovation ambidexterity, service design, and sustained competitive advantage

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Abstract

Purpose: When confronted with challenging conditions, becoming innovative by recombining available resources is considered a critical determinant of tourism and hospitality (T&H) SMEs' resilience to risk and staying ahead of rivals (Tajeddini et al., 2023). Grounded on the resource-based view theory (Barney, 1991) and dynamic capabilities paradigm (Teece, 2021, 2022)., this paper investigates how entrepreneurial bricolage drives the sustained competitive advantage of T&H SMEs despite resource constraints.

Methodology: Constructed on the dynamic capabilities view and organizational ambidexterity theory, our paper addresses this dilemma using data drawn from a drop-and-collect survey of 303 tourism and hospitality firms in Japan. Partial Least Square-Structural Equation Modeling (PLS-SEM) was performed in this paper to analyze the relationships between latent variables which act as constructs assessed by the indicators (cf. Haenlein & Kaplan, 2004; Hair et al., 2022).

Results: The findings reveal that entrepreneurial strategy enhances service innovation exploitation and exploration within tourism and hospitality firms. Our results also demonstrate that service innovation exploitation allows tourism and hospitality firms design unique service offerings yielding a sustained competitive advantage and superior corporate performance. Further, the availability of slack

resources within tourism and hospitality firms may foster service innovation exploration and service innovation exploitation.

Research limitations: our inability to use objective data to evaluate the performance of T&H firms due to confidentiality reasons necessitated relying on self-reported measures to assess firm performance. Future research may focus on identifying unbiased, objective data sources to evaluate the performance of T&H firms as well as entrepreneurial strategy, SIN exploration-exploitation ambidexterity, SD, and SCA is needed.

Originality: This research provides a noble insight into the complex interplay between entrepreneurial strategy on corporate performance: by developing and testing the roles of service innovation ambidexterity, service design, and sustained competitive advantage.

Keywords: *Entrepreneurial strategy; firm performance; service innovation ambidexterity; service design; sustained competitive advantage; tourism and hospitality firms*.

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Co-creation and co-destruction of value in tourism services

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Abstract

Purpose: the study aims to understand the role of value co-creation and value co-destruction in tourism services, how these processes affect the perceived value of a destination and electronic word-of-mouth.

Methodology: A qualitative methodology was used. Data was collected through an online survey and analysed using structural equations.

Results: The findings of this study reveal that co-destruction has a negative impact on perceived value, while co-creation has a positive impact on perceived value. Furthermore, perceived value was found to have a positive influence on electronic word-of-mouth (eWOM).

Originality: For the first time the direct and indirect effects of value co-creation and co-destruction in tourist destinations on perceived value and eWOM are analysed.

Keywords: *Tourism Destination; Co-creation; Co-destruction; Perceived Value; eWOM.*

1. Introduction

In recent decades, the tourism industry has been developing rapidly and contributing significantly to the economic growth of tourism-intensive countries (Kumar & Kaushik, 2018). With the advancement of information and communication technologies, the marketing of tourist destinations is increasingly able to make known and stimulate the interest of tourists. The use of social networks is an essential tool to attract the attention of tourist users (Minkwitz, 2018).

Currently, the market environment is constantly changing and is characterized by a scenario of technological and innovative development (Lima & Brambilla, 2022). Thus, the study and understanding of processes of co-creation and co-destruction of value in tourism services become essential for the management of the tourism sector (Marques, Yamashita, & Stefanini, 2017).

Value co-creation has become a recognised concept in research and practice in services and tourism marketing. Hand in hand with the growing importance of consumers and the proliferation of ICT, the service-dominant (S-D) logic has emerged (Vargo & Lusch, 2004). In more recent years, and in the tourism sector, co-creation has been proclaimed as the next practice of experience and value (Carvalho & Alves, 2023; Mohammadi, Yazdani, Jami Pour, & Soltani, 2021; Prahalad & Ramaswamy, 2004). While these and other studies have mainly investigated how technology can be used as a resource to enhance experiences and create added value, little emphasis has been placed on understanding how technology could potentially "co-create" value in the tourism experience. Drawing on the S-D logic perspective (Akaka & Vargo, 2014), there is evidence that not all resources are value-added, but can be value-destroying, effectively leading to a decrease in experiences and value.

Co-creation is of potential interest to the tourism industry (Carvalho & Alves, 2023). Customers, play a key role in the value creation process (Nkoulou Mvondo, Jing, Hussain, Jin, & Raza, 2022). The construct of co-creation is increasingly discussed, with various definitions at the ideological level and in management (Jain, Paul, & Shrivastava, 2021). This perspective has provided a new foundation for tourism studies to explain that tourists have become empowered actors to engage with other

actors (e.g., tourism businesses, consumer communities, personal networks and wider stakeholders), integrate their resources (e.g. information, platforms and devices) and participate in the design and creation of their experiences (Ramaswamy, 2009).

Tourists plan their trips online, personalise their hotel stay, connect with locals for destination information and contribute to online review platforms. Co-creation posits that companies merely facilitate 'experience environments' for tourists (the beneficiaries), who use their resources to derive unique value to extract.

However, given the effects of ongoing socio-cultural and environmental change and pandemic, and the enormous challenges facing the tourism sector, it is now more important than ever to understand what value is and how it can be created or destroyed (Buhalis, Andreu, & Gnoth, 2020).

Expanding on the premise that resource integration and value creation are contextually driven, it can be argued that value creation may not always be positive but can also be negative in certain circumstances. This argument has been increasingly promoted in recent S-D logic discourses, drawing attention to the new concept of value co-destruction (Chathoth, Altinay, Harrington, Okumus, & Chan, 2013; Echeverri & Skålén, 2021; Loïc Plé & Chumpitaz Cáceres, 2010).

While most studies have focused on value co-creation, value co-destruction has been widely treated as a new construct (Lefebvre & Plé, 2011). Value co-destruction recognises that these values may not be created, but destroyed by the actors (e.g., the tourist) or resources (e.g., technology) that are integrated into the process (Dolan, Seo, & Kemper, 2019). As such, co-destruction can occur at a voluntary (intentional) or unintentional (accidental) level with resources leading to an overall decrease in value (Loïc Plé & Chumpitaz Cáceres, 2010). Failure to frame the right interactions between individuals in the tourism sector can end in co-destruction of value, loss of neighborhood or sense of community for locals, loss of authenticity or income for locals and suppliers (Arıca et al., 2022; Buhalis et al., 2020).

The perceived value has been recognized as the fundamental key to the long-lasting relationship with customers and to the company's continued success. Thus, it

continues to gain strength as one of the most important concepts in contemporary Marketing, being relevant to study the customer's role in achieving value (Hernandez-Fernandez & Lewis, 2019; Jeong & Kim, 2020).

The use of social media has seen a remarkable increase with the advancements in mobile technologies and high-speed internet. According to Datareportal, approximately 4.66 billion people worldwide use the internet, while about 4.20 billion individuals are actively engaged on social media platforms (Huerta-Álvarez, Cambra-Fierro, & Fuentes-Blasco, 2020). Nowadays, social media has become the primary computer-mediated communication platform and plays a vital role in people's daily lives (Lee & Hong, 2016; Wahab, Tao, Tandon, Ashfaq, & Dhir, 2022). However, social media poses both opportunities and challenges (Souiden, Ladhari, & Chiadmi, 2019) as it adds value to all the parties involved, including businesses, brands, consumers, and advertisers (Khan, 2022; Tsiotsou, 2021). The significance of eWOM behavior in marketing lies in the fact that consumers often place trust in information shared by fellow consumers, and subsequently adjust their purchasing decisions accordingly (Chu, Deng, & Cheng, 2020).

The present study aims to understand the role of value co-creation and value co-destruction in tourism services, how these processes affect the perceived value of a destination and electronic word-of-mouth. Some research questions arise from this: (1) What are the key mechanisms and processes involved in value co-creation and value co-destruction within tourism services?;(2) How does value co-creation influence the perceived value of a tourism destination? (3) What are the effects of value co-destruction on the perceived value of a tourism destination? (4) How does value co-creation affect tourists' engagement in electronic word-of-mouth (eWOM)? and (5) What role does value co-destruction play in shaping tourists' electronic word-of-mouth (eWOM) behavior?

This study holds significant implications for the tourism industry. By understanding the role of value co-creation and value co-destruction, destination managers and service providers can enhance their offerings and experiences, leading to improved customer satisfaction and positive word-of-mouth. Moreover, identifying the factors that influence perceived value and eWOM can inform marketing strategies and help

in the sustainable development and promotion of tourism destinations. The findings of this study can also contribute to the existing literature on value co-creation, value co-destruction, perceived value, and eWOM in the context of the tourism industry.

2. Theoretical Background and Hypotheses Development

2.1. Tourism Destination

The concept of tourism, although not a new concept, can be understood as being an integral part of the lifestyle of a large number of people around the world. The tourism experience involves necessary travel for people, from meetings, conferences, and outings. This experience can happen in different places such as coastal regions, countryside, lakes, mountains, cities, etc. (Binfaré, Castro, Silva, Galvão, & Costa, 2016).

Tourism destinations are a relatively abstract construct, subject to different interpretations (Pearce & Wu, 2018). Depending on the perspective, tourism destinations can be considered as the place and society where the visitor's stay will take place, a set of tourism activities and a brand strategically built to attract visitors (Saraniemi & Kylänen, 2011).

Thus, destinations must offer a structured and targeted product in order to satisfy tourists as well as an attractive brand that symbolizes the whole tourism product of the destination facilitating its recognition by the markets and generating affection and feelings (Valls & Sardá, 2009). Tourists desire safety, hospitality and personalized services that meet or exceed their expectations so that their experience is memorable resulting in a positive evaluation of the experience (Žabkar, Brenčič, & Dmitrović, 2010). With the growth of the tourism industry, the concern of various destinations, across the globe, increases. As a precaution, few destinations have taken measures to prevent visitors from entering (Séraphina, Zamanb, Olverc, Bourliataux-Lajoinied, & Dosquete, 2019).

The choice of a tourist destination is a much discussed subject in the area of tourism, since it is debated about the tourist preferred destination. Each destination presents its own characteristics and qualities that make them differentiate, soon they tend to

be perceived as magnificent, making tourists feel a strong attraction and motivation for that place (Cronjé & du Plessis, 2020).

In recent decades, tourism and place branding have come closer together (Ebrahimi, Hajmohammadi, & Khajeheian, 2020). Studies on place branding started 40 years ago and originated in tourism management (Ma, de Jong, Hoppe, & de Bruijne, 2021). During the first decade of the 21st century, some actors highlighted their identity, authenticity, and the dynamic vision of place branding (Aitken & Campelo, 2011). During the second decade of the 21st century, studies on place branding focused on participatory branding with co-creation by different internal and external stakeholders (Casais & Monteiro, 2019). Place branding became a strategy in order to create better environmental, social and economic conditions (Ma et al., 2021).

2.2. Perceived Value

The concept of value has been studied by several areas, such as marketing, economics, accounting, psychology, sociology, among others. In marketing, value appears as a theme in different contexts. It is a subject widely discussed in the academic community and in the business world, increasing the complexity of its study (Boksberger & Melsen, 2011). The value perceived by the consumer has been the target of attention of academics and professionals due to the importance of predicting the purchase behavior and achieving competitive advantages (Cronin Jr, Brady, & Hult, 2000). It has also been characterised as the main outcome of marketing activity (Babin, Darden, & Griffin, 1994). The concept of consumer value is one of the most important factors for an organization since it leads the company to have a competitive advantage. The relationship between the consumer and a company has a great influence on the perceived value of a consumer.

The perception of value involves not only the evaluation of the cost-benefit, but also the evaluation perceived by the consumer throughout the consumption experience (Hwang & Griffiths, 2017). The perception of value can be created without purchasing the product (Asshidin, Abidin, & Borhan, 2016). This perception of value can occur regardless of the purchase made, the product or service, and its use, while for example, in the case of satisfaction, it depends on the experience of the

consumer (Hollebeek et al., 2016; Sweeney & Soutar, 2001). Value can be considered as the result of an exchange between benefits and costs leading to that, value can be positive or negative (Loïc Plé, 2017).

From a consumer perspective, value represents the trade-off of relevant components that are given and received. Both elements, giving and receiving, require sacrifices and benefits where they include monetary and non-monetary attributes. Thus, value is an important antecedent to satisfaction, repeat purchases and word-of-mouth appreciations (Palmatier, Scheer, Houston, Evans, & Gopalakrishna, 2007).

Perceived value is considered determinant since it is used by the consumer when trying to make an evaluation and guides their choice in decision making (Varshneya, Das, & Khare, 2017). It is the consumer's opinion about a product or service taking as a basis in the evaluation, what the consumer has received and what he/she has given to purchase the good or service.

2.3. Co-Creation and Co-Destruction

Technological advancement helps entrepreneurs in the marketing of tourism products and services as well as in the co-creation process (Buhalis & Sinarta, 2019). New product development has established itself as an important form of consumer participation in value creation with organizations (Mandolfo, Bettiga, Lamberti, & Noci, 2022). The process of co-creation happens when there is exchange of information, when the company identifies the needs of consumers and they assign feedback on the quality of the products offered (Vargo & Lusch, 2004).

In the last 20 years, there has been a focus on value co-creation, articulated in Service-Dominant Logic (SDL) (Grönroos & Voima, 2013). Value co-creation underpins SDL, where it prioritises service over transaction (Vargo & Lusch, 2004). According to this logic, the consumer is no longer considered only as the target that is obtained through positioning strategies, but as an active resource that must be involved in the value creation process. Thus, consumers can contribute to the production of more innovative products and services and help the creation of memorable experiences (P. Chathoth et al., 2013; P. K. Chathoth, Ungson, Harrington, & Chan, 2016).

The new logic S-D of marketing recognizes the consumer, i.e. the role of the tourist in the creation of value and co-creation. This logic includes the idea that in the value co-creation process, consumers act as integrators of resources. Similarly, value is centred on consumers' experience (Vargo & Lusch, 2004). In tourism studies, the value of co-creation is defined as the tourist's interest in physical and mental participation in the activity and the role of tourism experiences. This definition of co-creation considers the role of customers in experience creation important (Prebensen & Xie, 2017). In general, the S-D logic explores the interaction between all actors in the ecosystem, the social norms present in the environment and the reintegration of resources for innovation and value co-creation (Akaka & Vargo, 2014). This logic is increasingly appropriate in tourism management, as this sector increasingly draws attention to the customer experience. Creating a unique tourism experience leads customers to acquire services tailored to their needs and expectations.

In the tourism context, value co-creation arises when a tourist physically and/or emotionally participates in tourism activities and actively interacts with others within the environment (Campos, Mendes, Valle, & Scott, 2018). This indicates that the co-creation of a tourism experience involves interaction with others in the value exchange process. A tourism destination is a platform where residents, tourists and tourism service providers coexist (Sfandla & Björk, 2013). Residents are seen as intangible resources to co-produce value by sharing information and knowledge about the destination with tourists (Lin, Chen, & Filieri, 2017). Tourists and residents should interact so that resources are mutually exchanged. It is an unintentional and spontaneous interaction between them (Y. Chen, Cottam, & Lin, 2020).

Existing studies focus on the importance of customer value co-creation for tourist satisfaction and experience. According to Buonincontri, Morvillo, Okumus, and van Niekerk (2017), well-being affects value co-creation, but they have not explored the potential consequence of this co-creation on the well-being of residents (Buonincontri et al., 2017). Technology is a factor that has maximised value co-creation as it has promoted co-creation everywhere along the value creation system. Tourists plan and personalise their trips and stays on online platforms and make

connections with locals for information about destinations (Neuhofer, Buhalis, & Ladkin, 2013).

Value co-creation processes also consist of social practices between tourists and their view about the social and physical context of the place. Social practice should be created through social interactions, from shared images and social conversations. These practices depend on the different social contexts of visitors and the way they interact visitor to visitor. The feeling of togetherness among tourists sharing an experience, increases the social bubble (Rihova, Buhalis, Gouthro, & Moital, 2018). This social practice creates value.

The role of value co-creation is considered critical and complex in the context of tourism and hospitality (Rihova et al., 2018). Value co-creation exists before, during and after the trip and encompasses an interactive social format, with other guests, managers, employees or even family members, for example (Prebensen, Vittersø, & Dahl, 2013). The level of co-creation has a positive relationship with consumers' evaluation of services (Xu, Liu, & Lyu, 2018). Thus, the following hypothesis can be considered:

H1: Co-creation increases the perceived value of the tourist destination.

Value co-destruction was proposed by Loïc Plé and Chumpitaz Cáceres (2010), where it refers to a state in which the well-being of at least one of the participating individuals, or organisations, decreases during the service system interaction process. Value co-destruction is a failure of the process of integrating resources to co-create the expected value. This leads to an unforeseen loss of resources for customers, negatively affecting their satisfaction (Xu et al., 2018).

Some studies have shown that some interactive practices have the potential for value co-creation and co-destruction (Camilleri & Neuhofer, 2017). On the other hand, there interactive practices such as bad behaviour, poor communication, providing false information and unrealistic online evaluations, are more likely to result in value co-destruction (Baker & Kim, 2019). Certain research also shows that technology can cause co-destruction of value in the tourism experience (Neuhofer, 2016). Thus, it should be integrated in a reasonable way to reduce value co-

destruction (Kirova, 2021). In addition to this, tourism managers, should be aware of the social contagion and value destruction caused by online behaviours (Loïc Plé & Demangeot, 2020).

The value co-destruction refers to an interaction process that may happen due to the failure in integrating resources. When the collaborating parties fail to integrate the resources they have, the interaction process between the parties, may fail (Loïc Plé & Chumpitaz Cáceres, 2010). Thus, the value co-destruction is closely linked to the value co-creation, which refers to a process of resources integration between the provider and the customer (Vargo & Lusch, 2004).

When the interaction between the parties, to integrate the resources, fail, they lead to the decrease of the value in use for the interacting parties, washing to the co-destruction of value. Echeverri and Skålén (2011), based on direct studies between providers and users, found that value is co-created when both parties adopt correct practices, when the opposite happens, incorrect adoption of practices, leads to co-destruction of value (Echeverri & Skålén, 2011). Another study on the co-destruction of value, led to the conclusion that the misuse of own or third party resources, intentionally or not, causes a decline in the well-being of one of the parties (Loïc Plé & Chumpitaz Cáceres, 2010). If an actor fails to share information with another, it will be considered accidental misuse of resources. On the other hand, if information sharing is impossible due to the unavailability of information, it will be considered a resource deficiency (Vafeas, Hughes, & Hilton, 2016).

However, we are facing an outcome of value co-destruction when the processes of value co-creation are not perfect, but rather fragile and dynamic, which leads to an unpleasant situation. In this way, value is destroyed when subjects' well-being deteriorates, leaving them in a worse situation (Cabiddu, Moreno, & Sebastiano, 2019). There are numerous manifestations of value co-destruction that can occur accidentally or more precisely. Thus, the following research hypothesis is considered:

H2: The process of co-destruction diminishes the perceived value of the tourist destination.

2.4. Electronic Word-of-Mouth (eWOM)

Social media has become a popular tool for tourism organizations and companies to communicate their services to potential tourists and influence their travel decisions (C.-H. Chen, Nguyen, Klaus, & Wu, 2015). These organizations create various types of content on social media platforms, such as text, images, advertising, and videos, to attract, inform, and engage tourists, with the ultimate goal of motivating them to visit their destinations (Haobin Ye, Fong, & Luo, 2021). However, the effectiveness and practicality of these social media activities are often questioned, and marketers are continuously challenged to make their social media content more appealing and successful by adding value to their customers.

WOM (word-to-mouth) has long been recognised as a significant influence on consumers' behaviour as well as their purchase decisions and intentions. Huete-Alcocer (2017), believes that word-of-mouth (WOM) is especially significant for companies that produce intangible things, such as tourism and hospitality, as it influences behavioural intentions, word-of-mouth and visit decisions.

The eWOM and WOM shape the image of the tourist destination. Tourism destination managers are concerned with how the destination is 'seen'. Thus, managing the infrastructure of the tourism industry is crucial, as is managing the image. The eWOM is essentially an online extension of traditional 'word-of-mouth'. Consumers submit experiences, knowledge, memories online for destination review through e-WOM, this being a social media channel. With the advancement of new technologies, the idea of eWOM has come to be known as online reviews, suggestions or opinions (Cantallops & Salvi, 2014). Most travellers post about their experiences on social media to help other travellers plan their own trips. That said, consumers, or travelers, believe it is critical to be aware of the perspectives and opinions of others before and during a trip.

According to Y.-F. Chen and Law (2016), there are three main areas of focus in tourism research related to eWOM (electronic word-of-mouth): exploring the nature and characteristics of eWOM, identifying the antecedents that lead to eWOM, and examining the impact that eWOM has. Zhou, Yan, Yan, and Shen (2020) have observed that in tourism research, there is a tendency to prioritize the study of

eWOM outcomes over its antecedents. However, recent research has identified several factors that influence the likelihood of eWOM. These include motives, emotions, and types of social media platforms (Zhou et al., 2020), as well as personality traits (Yoo & Gretzel, 2011) and cognitive, affective, and behavioral engagement (Kanje, Charles, Tumsifu, Mossberg, & Andersson, 2020). Abbasi, Tsiotsou, Hussain, Rather, and Ting (2023) study try to identify and examine the direct and indirect factors associated with social media images of tourist destinations that may predict eWOM. However, the role of co-creation, co-destruction and perceived value have not been studied as direct or indirect antecedents of eWOM. Thus, the following research hypothesis is considered:

H3: Consumer perceived value of a tourist destination positively affects Ewom.

3. Methodology

This research utilized quantitative methods to examine the relationships among the constructs of a theoretical model, with a particular focus on the city of Braga and Portuguese tourists. Data were collected through a survey questionnaire distributed using snowball sampling techniques (Goodman, Lockshin, & Cohen, 2005). Snowball sampling is a non-probability sampling method that relies on referrals from initial participants to recruit additional participants. The rationale behind snowball sampling is to leverage the social networks and connections of the existing participants to reach individuals who meet the study's criteria. Masters-level students received the survey and were asked to forward the questionnaire link to individuals they knew during February and March of 2023. These students were likely chosen because of their involvement in the field of tourism or related areas and their potential familiarity with value co-creation and value co-destruction concepts. By utilizing snowball sampling, the researchers aimed to tap into the students' networks, enabling them to reach a wider range of potential respondents who were involved in or had experience with tourism services.

To reduce common method bias, measures for the selected constructs were drawn from existing literature as suggested by Podsakoff, MacKenzie, Lee, and Podsakoff (2003). These measures were adapted to meet the objectives of the current study and reflect the perspectives of experts in relevant fields, including two marketing

professors and two business consultants. The activity and responsibility dimensions were combined, while the simplicity dimension was excluded. All variables were assessed using a 5-point Likert scale, with 1 representing "Totally disagree" and 5 representing "Totally agree."

To measure value co-creation the scale of Nysveen and Pedersen (2014) was considered, with three items. For the measurement of eWOM, the scale adapted from Thoumrungroje (2014) was used with six items. To measure the value co-destruction the scale of Yi and Gong (2013) was adapted, using four items. To measure perceived value, the scale of Walsh, Shiu, and Hassan (2014) was adapted with four items.

4. Results and Discussion

A total of 215 valid questionnaires were collected. Of the respondents, 58.6% were female and 41.4% were male, 33.5% were under 25 years old, 37.2% were between 26 to 40 years old and 29.3% were between 41 to 65 years old. When asked about the household's net monthly income, 22.3% answered that they had less than 1000€, 47% answered that they had between 1001 and 2000€, 18.1% answered that they had between 2001 and 3000€ and 12.6% that they had more than 3000€ of income. To the question "Do you know the city of Braga?", 97.8% answered yes and 2.8% answered no.

To determine the presence of multicollinearity, the variance inflation factor was computed using the mean scores of the items measuring each construct in the model. Multiple regression analyses were then performed, and the resulting indicator scores were found to range from 1.832 to 2.907. These values were significantly lower than the threshold of 5, indicating that multicollinearity was absent from the data.

Since the data collected for both independent and dependent variables were self-reported by the same individuals, common method bias may have been a concern (Podsakoff et al., 2003). To investigate this issue, a Harman's single factor test (Podsakoff et al., 2003) was conducted. The results showed that only 42.17% of the total variance was accounted for by a single constrained factor, which is below the

50% threshold, indicating that the scales were not significantly affected by common method bias.

To assess the reliability and validity of the scales used, we performed a confirmatory factor analysis, obtaining the factor loadings of each item, Cronbach's Alpha coefficient, composite reliability (CR) and average variance extracted (AVE). All constructs in the study exhibited composite reliability (CR) values above the minimum criterion of 0.70 (Nunnally & Bernstein, 1994). Additionally, the average variance extracted (AVE) values were calculated to assess each construct's overall convergent validity, indicating the extent to which the variance explained by the construct exceeds that which can be attributed to measurement error. An AVE value greater than 0.50 is considered adequate (Fornell & Larcker, 1981), and these results can be found in Table 1.

Table I: Reliability and Validity

Construct	Items	Factor Loading	Mean	SD	Alpha	CR	AVE
Co-Destruction	CD1	0.809	2.01	1.173	0.830	0.935	0.781
	CD2	0.855	2.09	1.194			
	CD3	0.822	2.39	1.139			
	CD4	0.771	2.45	1.180			
Co-Creation	CC1	0.827	3.62	0.918	0.829	0.942	0.844
	CC2	0.911	3.75	0.881			
	CC3	0.851	3.84	0.867			
Perceived Value	PV1	0.862	4.21	0.723	0.863	0.954	0.873
	PV2	0.891	4.29	0.768			
	PV3	0.904	4.37	0.736			
eWOM	eWOM1	0.807	3.46	0.995	0.917	0.964	0.816
	eWOM2	0.852	3.24	1.050			
	eWOM3	0.756	3.67	1.019			
	eWOM4	0.854	3.24	1.083			
	eWOM5	0.896	3.23	1.104			
	eWOM6	0.875	3.27	1.082			

Source: Own elaboration

To test the research hypotheses, we used linear regressions estimated by least squares, with SPSS 27.0. The results show that co-destruction negatively affects perceived value ($\beta = -0.091$, $p = 0.041$), co-creation positively affects perceived value ($\beta = 0.297$, $p < 0.001$) and perceived value positively affects eWOM ($\beta = 0.279$, $p = 0.003$), validating all the proposed hypotheses.

The findings of this study reveal that co-destruction has a negative impact on perceived value, while co-creation has a positive impact on perceived value. Furthermore, perceived value was found to have a positive influence on electronic word-of-mouth (eWOM). These results support the proposed hypotheses and suggest that co-creation activities can lead to increased value perception and positive eWOM, while co-destruction activities may have a detrimental effect on value perception.

The negative impact of co-destruction on perceived value aligns with previous research that has highlighted the importance of avoiding negative experiences in co-creation activities (Holbrook, 2006). Negative experiences can lead to reduced value perception and negative word-of-mouth (WOM), which can ultimately harm a company's reputation (Kozinets, De Valck, Wojnicki, & Wilner, 2010). Therefore, it is essential for companies to identify and address potential sources of co-destruction to prevent such negative outcomes.

On the other hand, the positive impact of co-creation on perceived value is consistent with previous research on the benefits of co-creation activities (Prahalad & Ramaswamy, 2004). Co-creation can lead to enhanced value creation by leveraging customers' expertise and knowledge, as well as improving customer satisfaction and loyalty (Ramaswamy, 2009). Additionally, the positive effect of perceived value on eWOM is consistent with previous studies demonstrating the role of perceived value as a key determinant of positive WOM (Zeithaml, 1988).

The findings of this study provide insights into the research questions posed regarding the role of value co-creation and value co-destruction in tourism services. The results support the first research question indicate that value co-creation involves collaborative activities that leverage customers' expertise and knowledge to enhance value perception. Conversely, value co-destruction refers to negative

experiences or actions that diminish value perception. For the second research question, the study reveals that value co-creation has a positive impact on the perceived value of a tourism destination. This suggests that engaging tourists in co-creation activities can lead to an enhanced perception of value, potentially due to personalized and meaningful experiences. The research findings support the third research question when demonstrate that value co-destruction has a negative impact on the perceived value of a tourism destination. This implies that negative experiences or actions, such as poor service quality or environmental degradation, can diminish the overall value perceived by tourists. For the ford research question, the study indicates that value co-creation activities positively influence tourists' engagement in electronic word-of-mouth (eWOM). This suggests that when tourists participate in co-creation experiences, they are more likely to share positive experiences and recommendations about the destination through eWOM channels. Finally, the findings suggest that value co-destruction activities can have a detrimental effect on tourists' electronic word-of-mouth (eWOM) behavior. Negative experiences resulting from value co-destruction may lead to reduced value perception and negative word-of-mouth, which can harm a destination's reputation. This result gives the answer for the fifth research question.

In summary, the study's findings support the proposed hypotheses and align with previous research. They highlight the importance of avoiding value co-destruction and promoting value co-creation in tourism services. The positive impact of value co-creation on perceived value and engagement in eWOM emphasizes the potential benefits of involving tourists in the co-creation process. Conversely, the negative impact of value co-destruction underscores the need for companies to address potential sources of co-destruction to prevent negative outcomes and maintain a positive reputation.

Overall, the findings of this study emphasize the importance of co-creation activities in enhancing perceived value and positive eWOM. Companies should focus on promoting positive co-creation experiences and addressing potential sources of co-destruction to avoid negative outcomes. Additionally, efforts to improve perceived value may lead to increased positive WOM, which can ultimately benefit the company's reputation and bottom line.

5. Conclusion and Future Research

5.1. Theoretical and Managerial Implications

The theoretical implications of this study highlight the significance of co-creation activities in enhancing customer perceived value and generating positive electronic word-of-mouth (eWOM) on tourism destinations. The negative impact of co-destruction on perceived value emphasizes the importance of avoiding negative experiences in co-creation activities in tourism (Arıca et al., 2022). This finding aligns with previous research indicating that negative experiences can lead to reduced value perception and negative eWOM (Arıca et al., 2022). Therefore, tourism companies should focus on identifying and addressing potential sources of co-destruction to prevent such negative outcomes.

On the other hand, the positive impact of co-creation on perceived value is consistent with prior studies on the benefits of co-creation activities in tourism (Buhalis & Sinarta, 2019; Carvalho & Alves, 2023). These findings suggest that tourism companies should leverage tourists' expertise and knowledge in their co-creation efforts to improve tourist satisfaction and loyalty. Furthermore, the positive effect of perceived value on eWOM reinforces the importance of improving tourist value perception to encourage positive eWOM.

Electronic word-of-mouth (eWOM) is now an integral part of the decision-making process for many consumers. With the rise of social media and online review platforms, consumers can now access information about destinations and businesses from a wide variety of sources (Abbasi et al., 2023). eWOM allows consumers to share their experiences and opinions with a global audience, which can significantly influence the perceptions and attitudes of others. For tourism destination managers, managing the infrastructure and image of the destination has become increasingly important (Lai, Liu, & Lu, 2021). They are not only concerned with the physical infrastructure but also with the perception of the destination in the minds of potential visitors. eWOM has become an essential tool for destination managers to gauge the perceptions of their destinations and make changes to improve their image (González-Rodríguez, Díaz-Fernández, Bilgihan, Okumus, & Shi, 2022; Kuo, 2022).

Consumers, on the other hand, use eWOM to plan their trips and make informed decisions. They rely on the experiences and opinions of others to shape their expectations and preferences for a destination. Therefore, businesses need to be aware of the impact that eWOM can have on their reputation and take steps to ensure that their customers have positive experiences. In summary, eWOM has become a critical factor in shaping the image of tourist destinations and influencing the decision-making process of consumers. As technology continues to advance, the importance of eWOM is only likely to increase. Businesses and destination managers must pay attention to eWOM and use it as a tool to improve their offerings and reputation.

The practical implications of this study suggest that tourism companies should focus on promoting positive co-creation experiences and addressing potential sources of co-destruction to avoid negative outcomes. Additionally, improving perceived value can lead to increased positive eWOM, which can ultimately benefit the tourism company's reputation and bottom line. Therefore, tourism companies should prioritize enhancing tourist perceived value through co-creation activities and monitoring potential sources of co-destruction to maximize positive outcomes.

In conclusion, this study's findings contribute to the literature on co-creation and tourist value perception by highlighting the importance of positive co-creation experiences in generating positive eWOM and enhancing customer perceived value in tourism destinations. Tourism companies and organizations can leverage these findings to optimize their co-creation strategies and improve customer satisfaction and loyalty.

5.2. Limitation and Future Research

There are several limitations to this study that could be addressed in future research. Firstly, the study was conducted in a specific context and with a specific sample, which limits the generalizability of the findings. Future studies could examine the impact of co-creation and co-destruction on perceived value and eWOM in different contexts and with different types of samples, such as in different industries or with different types of customers.

Secondly, the study only measured perceived value and eWOM, but there may be other outcomes of co-creation and co-destruction activities that were not examined. For example, future research could investigate the impact of these activities on customer loyalty, satisfaction, and engagement.

Thirdly, the study only examined the direct effects of co-creation and co-destruction on perceived value and eWOM, but there may be other variables that mediate or moderate these relationships. For instance, future studies could explore the role of customer satisfaction or trust in these relationships.

Lastly, the study used a cross-sectional design, which limits the ability to make causal inferences. Future research could use longitudinal or experimental designs to establish causal relationships between co-creation, co-destruction, perceived value, and eWOM.

In summary, while this study provides valuable insights into the impact of co-creation and co-destruction on perceived value and eWOM, there are several limitations that should be addressed in future research to enhance the understanding of these relationships.

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Effect of Macroeconomic Variables on the Travel and Leisure Sector across Europe: A Case Study of the Russo-Ukrainian War

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Abstract

Purpose: The Russo-Ukrainian war started on February 24, 2022. This study's objective was to investigate how such macroeconomic factors affect the travel and leisure (T&L) industry throughout Europe. To achieve this, we evaluated the top tourist destinations during the Russo-Ukrainian War.

Methodology: The data is provided on a daily basis, and it covers a period of nearly 14 months, starting on February 24, 2022, and ending on April 15, 2023. The data for this inquiry were processed and evaluated using the panel regression approach.

Results: Our findings indicate that the European T&L sector is impacted by independent variables. The T&L sector is significantly impacted by interest rates, geopolitical risk, oil, and gas, whereas inflation has a muted effect.

Research limitations: A number of research challenges may impede an analysis of the Russian-Ukrainian war. These limitations include the ongoing nature of the conflict, the lack of transparency between the sides, and possible political bias. Certain restrictions should be kept in mind when conducting any research on the Russo-Ukrainian War.

Originality: To the best of our knowledge, this is one of the first studies to analyse how macroeconomic factors affected the European T&L business using a quantitative approach. The macroeconomic variables that were taken into account

in this study included interest rates, inflation, oil, and petrol prices, as well as the geopolitical risk index.

Rapid Resiliency: Building Organizational Resiliency during COVID-19

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Abstract

Purpose: According to Budd et al. (2020), resiliency is increasingly important for the airline industry today. Clarity on how to build resiliency expediently is necessary. Consequently, it is important to investigate management approaches that facilitate organizational resiliency particularly during uncertain times. This paper aims to understand how an airline builds resiliency through crisis using the real-world context of the COVID-19 pandemic as a lens. The prolonged and unprecedented negative impact of the COVID-19 pandemic provided a new opportunity to extend knowledge on how companies build resiliency under crisis conditions in a revolutionary rather than evolutionary manner. This research line of inquiry explores how an airline embraces crisis as an opportunity to pivot and transform while rapidly building resilience through the experience of living and learning during the crisis.

Methodology: A qualitative research study was conducted with a single-case study design which is useful for investigating a phenomenon in a real-world context (Yin, 2018). When research is highly exploratory, a single case study may be useful to familiarize the researcher with the phenomenon within its context (Benbasat et al., 1987). A qualitative research approach is appropriate for this study as it seeks to understand how and why an organization builds resiliency during an unprecedented crisis.

An interpretivist paradigm was adopted to research individual's interpretations of how they socially construct, perceive, and make sense of the situation. Employee interviews produced rich, contextual, and descriptive data allowing for the presentation of participant's stories interwoven with research interpretations (Creswell et al., 2007). During the analysis phase, a cross interview analysis was used and a holistic approach to inductive discovery adopted. An iterative cycle of coding and synthesizing interview data led to the development of first order codes and second order constructs. Concept development and theory building emerged capturing the human organizational experience. Insights, meanings, and explanations were generated as structuring and organizing processes emerged (Gioia & Pitre,1990). Through this study the human organizational experience was

uncovered through the perceptions provided by employees and insights induced by the researchers.

A literature review revealed existing theories and models to support the development of substantive theory (Gioia et al., 2012). This research study complements both managing uncertainty and organizational resiliency theories. From the literature, it is proposed that building resiliency is key to managing through uncertainty and crisis.

Managing uncertainty theory emphasizes that a different kind of knowledge from a decision maker's prior comprehension is needed to understand the drivers of change (Vecchiato, 2012). According to Gudmundsson et al. (2021), to avoid inertia and analysis paralysis in times of environmental change, airlines must strategically innovate, adapt and emerge successfully from crisis. With the speed of changes, companies should encourage innovation and versatility as critical aspects of business and resiliency (Ruiz-Martin et al., 2017).

Organizational resilience has been described as the ability to emerge from a crisis, strengthened and more resourceful (Vogus & Sutcliffe, 2007). Resilience can lead to the development of new capabilities and even create new opportunities beyond the crisis (Lengnick-Hall et al., 2011). Erol et al. (2009), describe enterprise flexibility, adaptability, agility and efficiency as attributes of organizational resilience. It is suggested that firms should develop strong dynamic capabilities to build organizational resilience in uncertain times (Haarhaus & Liening, 2020).

Results: Four aggregate dimensions, each with their own second order codes emerged from the analysis of 1,118 minutes of recorded audio interviews. These dimensions showed that managers morphed their methods during the crisis by adopting four management approaches that helped to build resiliency. Novel approaches encompassed aspects of business strategy, human resource management, integrated solutioning and organizational learning as well as innovation.

Research Limitations: Using a single case study of a global airline based in Canada, limits the generalization of findings. The ability to study other airlines across different geographies or other tourism companies would further enrich the research. The inability to access and interview more employees limits the collection of different perspectives across the organization that could further substantiate findings and improve validity. Increasing the sample size by replicating the study with more involvement of people from every department and particularly non-management employees would be beneficial. As the model of Rapid Resiliency is new, further examination and testing of the concept is necessary.

Originality: A new concept of Rapid Resiliency is proposed to describe the building of resiliency quickly while living through the crisis experience itself. The model shows the environmental changes that arose during the COVID-19 crisis including decreasing passenger demand, new travel restrictions and more stringent health measures placed extraordinary pressures on the airline. Four propositions are presented describing management approaches that can help organizations to build resiliency swiftly under such conditions. The model is relevant to guide managers

on how to morph their methods in the face of crisis to not only help an organization survive but to thrive and emerge stronger. The experience of facing rapid and continuous change while managing the crisis itself, helped to build and strengthen resiliency in the moment. It is proposed that Rapid Resiliency emerged simultaneously as the airline pivoted and transformed during the crisis. As airline managers planned and actioned initiatives, their knowledge, skills and abilities to work through uncertainty grew. Overall, the company strengthened capacity and capabilities to manage in the face of crisis.

Building resiliency was extremely relevant during COVID-19 as organizations struggled through the pandemic (Gossling et al., 2020). Rarely before had there existed such an urgent and essential need to address such multi-faceted and inter-related radical changes on such a massive global scale. The very existence of tourism companies was threatened as traveller demand dried up. This study augments empirical evidence and provides practical guidance by revealing the novel actions taken by management of a global airline operating during the COVID-19 pandemic. These management approaches culminate to build Rapid Resiliency and enable the airline to pivot and transform in the face of crisis. The company emerged stronger as a result and better prepared to face future disruptions. This research offers insights for managerial practice by revealing ways to manage during crisis, move forward, build resilience rapidly, and become better prepared to face future challenges (Lengnick-Hall et al., 2011).

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Satisfaction to Compete? Proposal of a Model for Health and Wellness Tourism

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Abstract

Purpose: The main objective of this research was to develop an index to assess the perceived value of tourism services at the level of customer satisfaction by applying it in the context of health and wellness tourism.

Methodology: Using exploratory factorial analysis (EFA), the model's constructs were identified, and the satisfaction index of thermal customers was estimated. This method was applied to a set of data collected through a questionnaire distributed to users from thermal spa of Chaves, Portugal, through probabilistic sampling. A total of 107 participants were obtained, with a response ratio of 53.5%.

Results: Participants expressed a high level of satisfaction due to the perceived quality of various services offered, including the infrastructure and technical team. The satisfaction index of the technical team is higher than that of the infrastructures and services provided, representing the highest contribution rate to the global model.

Limitations: As limitations, other variables that influence customer satisfaction could have been included, such as prices, emotional components, and corporate social responsibility. Furthermore, only customer satisfaction in a particular thermal establishment was analysed. Future academics studies can compare the model with other establishments and/or contexts, identifying critical points and strategies to continuously improve customer satisfaction.

Practical implications: By establishing a thermal customer satisfaction index, tourism authorities and the different economic agents can obtain objective information on the results of thermal services. Tourism managers can thus set goals for improvement, competitiveness, and loyalty.

Originality: This study's unique contribution lies in how thermal customer satisfaction index or indicators are easily measured by applying EFA. A new approach is used to measure satisfaction based on a scale from 0 to 100%. The index results are very useful for making decisions on resource allocation and comparing different thermal establishments compared to traditional techniques.

Keywords: *Satisfaction; Customer; Health and wellness tourism; Multivariate model; Satisfaction index.*

1. Introduction

The health and wellness tourism (HWT) has become a popular phenomenon around the world in the 21st century because of the growing trend of people looking to escape the modern lifestyle (Kim et al., 2017). The evolution of tourists' need for well-being has increased the demand for alternative experiences in various domains, from physical to psychological and spiritual to cultural (Dini & Pencarelli, 2022). Furthermore, academics hypothesise that the pandemic may influence consumer behaviour in favour of wellness tourism (Wen et al., 2021). Indeed, by 2020, travellers worldwide made more than 600 million international and domestic

wellness trips, with international wellness tourists spending more than typical international tourists (Global Wellness Institute, 2018). This proves that this tourism market has grown tremendously, becoming an important revenue centre for both low-density destinations and the industry (Hartwell et al., 2018; Kucukusta & Denizci Guillet, 2014). Faroldi et al. (2019) adds that the thermal industry represents a considerable field of development, showing itself recognized by the European Commission as the main subsector of HWT. Therefore, despite being an emerging sector, it is perceived that HWT has not lost the attention of researchers and policy makers (Manaf et al., 2015).

But if the theoretical framework has advanced, research on HWT remains an area to explore given its fragmentation and the number of concepts involved. Thus, consistent with the objective, it was decided to coherently employ the term "HWT" defined as the deliberate promotion of wellness and health services, where tourists seek activities to improve physical and mental fitness, receive medical treatments, participate in sports, and adventure activities, as well as visit thermal establishments (Dini & Pencarelli, 2022; Han et al., 2018; Rodrigues et al., 2022; Smith et al., 2020). The literature is also divided between the terminologies "spa resort", "thermal establishment", and "spa thermal". According to the thermalism dictionary, a thermal resort corresponds to a geographical area where there is one or more natural mineral water springs operated by one or more thermal establishments. A thermal establishment or thermal spa is a thermal organization that provides health care and spa wellness services, in which the therapeutic properties of a natural mineral water are used for prevention, rehabilitation, and health maintenance. In this study, the term thermal establishment will be used consistently.

In tourism, satisfaction is defined as the fullness that a tourist gets when consuming a product and/or service. Therefore, managers should segment their offer according to more innovative criteria, making visitors experience a better quality of services and high satisfaction rates (Dini & Pencarelli, 2022). A proper assessment of the determinants of satisfaction may be useful to identify which services and/or products should be offered and restructured to meet customer needs and demands and contribute to strategic decision-making (Meleddu et al., 2015). Ensuring satisfaction should be a prerequisite obligation for service providers, ensuring financially

competitive and sustainable future activities by encouraging customers to revisit (Heydari et al., 2019; Sarker et al., 2021).

Tourism studies have increasingly focused on a holistic view of customer satisfaction, however, there are needs to be studies in the current literature on HWT that identify in a multivariate model the perceived value of services offered at the level of customer satisfaction. Consistent with these findings and recognising the call by Sirakaya et al. (2004) for the development of new measures to offset the outdated use of the arithmetic mean – calling into question many of the findings in the existing tourism literature - this research aims to:

> Construct an index that accurately translates the perceived value of the tourism experience expressed in the degree of customer satisfaction in the context of HWT, while analysing the dimensions of satisfaction that influence loyalty.

This research seeks to contribute to the literature on HWT by presenting an innovative method of measuring customer satisfaction in the form of an index that captures the perceived value of tourism services. It also provides a theoretical basis for future studies on the attributes that users take into consideration when choosing a thermal establishment. In practical terms, there are implications for management and marketing, such as professionals being able to forecast tourism demand and plan successful marketing strategies to design memorable experiences. Policy makers can incorporate the results into their promotional and regulatory decisions, while managers can improve thermal customer satisfaction levels based on more reliable data.

This study is organised into four sections. The first section discusses the theoretical framework, followed by the methodology and the analysis of results. Finally, the main conclusions, implications, and suggestions for future studies are presented.

2. Theoretical Background and Research Hypotheses

2.1. Health and Wellness Tourism

The globalisation of healthcare has resulted in the emergence of a new form of tourism, namely HWT (Heydari et al., 2019). The context of this form of tourism has developed rapidly in several Asian regions, becoming a topic that has sparked the interest of researchers (Han et al., 2018). O Global Wellness Institute (2018) indicates that there are 34.099 thermal establishments operating in 130 countries, being heavily concentrated in Asia-Pacific and Europe.

Health tourism, as a multidimensional concept, includes all behaviours based on consumer demand for health in another country and is divided into two subtypes of tourism: medical tourism and wellness tourism (Manaf et al., 2015; Moreno-González et al., 2020). Medical tourism is more related to a person's physical well-being (Sarker et al., 2021), while wellness tourism is composed of different components of the supply system, including body and mind care, hot springs, spas, sports, nature and environment, culture, spirituality, and events (Dini & Pencarelli, 2022). It is true that health and wellness services may vary across regions, but a constant feature of a thermal establishment around the world has been relaxation, both physical and mental (Han et al., 2018).

2.2. Thermal Customer Satisfaction

Satisfaction represents one of the most direct psychological consequences of a tourist experience, with tourists developing expectations about their tourist experience and feeling satisfaction if the practice exceeds expectations (Meleddu et al., 2015; Zarei & Maleki, 2019). Visitors' satisfaction when they travel to a particular destination is also perceived as satisfaction when they use a specific product and/or service (Han et al., 2018).

Satisfaction is a significant factor in tourism literature and occurs at the core of marketing activities of companies, where its evaluation is a suitable criterion to assess the overall performance of organisations (Han et al., 2017; Mi et al., 2019; Wang et al., 2017), with high levels of satisfaction determining more meaningful development (Hartwell et al., 2018). Other authors (Campón-Cerro et al., 2020; Mi et al., 2019) also refer that high levels of satisfaction allow organisations to achieve and increase their competitiveness, ensuring success in an increasingly competitive market and with increasingly demanding customers.

Previous studies have provided evidence that satisfaction also plays a vital role in the process of behavioural intentions, in which satisfied customers show an enormous desire to return and recommend the services and/or products to family and friends (Campón-Cerro et al., 2020; Han et al., 2017, 2018). Furthermore, when previous customers share their experiences, this can greatly impact the behavioural intention of potential new customers (Zarei & Maleki, 2019). According to Maunier and Camelis (2013) managers' main challenge is to understand the satisfactory and unsatisfactory elements of the tourism experience to plan and deliver a memorable experience that can result in positive post-consumption reactions. Thus, the following hypothesis (H) was developed:

H₁: There is a positive and direct relationship between satisfaction determinants and behavioural intentions.

Given that high levels of satisfaction determine customer loyalty and organisational sustainability, it is of interest to identify the attributes that determine satisfaction. For tourists, satisfaction depends on several factors, including satisfaction with the quality of services (González & Brea, 2005; Smith et al., 2020) and the behaviour of the team (Han et al., 2018; Heydari et al., 2019; Manaf et al., 2015). Infrastructure development, restructuring and maintenance of facilities and equipment are also a positive contribution to the tourism experience and, consequently, to thermal customer satisfaction (Maunier & Camelis, 2013; Smith et al., 2020). Thermal establishments should also aim to offer a diversity of services and products, as the availability of choice affects the decision-making process and purchase and/or usage behaviours (Han et al., 2018; Kucukusta & Denizci Guillet, 2014). Among all indicators, water, infrastructure, equipment, internal environment, diversified services and programs, treatments, and human resources are considered to have the most influence on thermal customer satisfaction (Emir & Saraçli, 2011; Medina-Muñoz & Medina-Muñoz, 2014; Rodrigues et al., 2022; Turan & Belber, 2015; Vryoni et al., 2017). Service providers must ensure that the tourism experience be good enough, considering these critical factors, to meet or, if possible, exceed expectations (Sarker et al., 2021). Consequently, the following hypothesis (H) was developed:

H₂: There is a direct and positive relationship between the determinants of satisfaction and the degree of overall satisfaction.

3. Methodology

3.1. Sample and Data Collection

The objective of this research is to develop a multivariate model to assess the perceived value of tourism services through customer satisfaction in HWT. To calculate the model, it will be necessary to determine the attributes that influence customer satisfaction. To do this, the degree of customer satisfaction was analysed, with the thermal establishment as the unit of analysis. In this case, it was selected the thermal establishment "Chaves - Termas & Spa", in the North region of Portugal.

To answer the objective, theoretical research was conducted to identify attributes related to infrastructures, equipment, facilities, and human resources, which were subsequently tested through a questionnaire. The questionnaire was based on the studies already developed by Silvério et al. (2021a, 2021b), which included sociodemographic questions, items to assess customer satisfaction with the space and service and respective loyalty. Items were measured on a five-point of Likert scale using an importance, satisfaction, and likelihood scale. The reliability and validity of the questionnaire were checked, using Cronbach's alpha indicator, and as the internal consistency was considered very good (0.922), the application of the questionnaire was continued (Field, 2018).

First, the research team contacted the person in charge of the thermal to present the research objective and request permission to apply the questionnaire. After positive *feedback*, the questionnaire was delivered in person and randomly, ensuring anonymity and data confidentiality to all participants. It was applied between July and September 2020, with a probabilistic sampling process, resulting in a final sample of 107 customers from a population of about 200 customers. The response ratio was 53.5%, which proved adequate and satisfactory for this study.

3.2. Data Treatment and Analysis

To answer the study objective, an exploratory factorial analysis (EFA) was applied as a method of building the multivariate model, which makes it possible to analyse

the inherent structures between variables and identify the determining factors (Marôco, 2021). To identify the adequacy of the data to the EFA it was necessary to analyse the Kaiser-Meyer-Olkin (KMO) criterion and Bartlett's test of sphericity (Marôco, 2021). Data were processed with IBM SPSS Statistics v.28.0.

To test the hypotheses, Pearson's correlation coefficient was applied, since the aim was to assess the degree of relationship between two variables (Field, 2018). For its applicability, normality was tested, and a 5% significance level was assumed for validation (Marôco, 2021).

The design of the multivariate model was based on the methodology used by other authors widely recognised in the scientific field (Aydin & Ozer, 2005; Kubrusly, 2001; Munoz et al., 2020; Turel & Serenko, 2006). To build an index it is important to select the attributes that compose it and then weight them (Kubrusly, 2001). The EFA allows us to obtain two appropriate indicators to weight the results in an index: (i) explanatory potential of each latent dimension (*eigenvalue*); (ii) factor loadings of the attributes, which show how much each one explains of the variance in the results of the respective latent dimension. The index per factor uses as weights the factorial loadings, while for the global calculation the *eigenvalues* of the corresponding factors are used (Kubrusly, 2001). The index is presented as a percentage, ranging from 0% (when respondents are very dissatisfied, score 1) to 100% (when respondents are very satisfied, score 5) (Munoz et al., 2020). For better analysis and qualitative measurement, the cut-off point method was applied on a scale of 0-100%, using four cut-offs by analogy to the Likert scale: [0-19.5%[-very dissatisfied; [19.5-39.5%[-dissatisfied; [39.5-59.5%[-neither dissatisfied/nor satisfied; [59.5-79.5%[-satisfied and [79.5-100%]-very satisfied.

The satisfaction index for each factor is obtained through (i=1,..., j [1] (Munoz et al., 2020):

$$ISCT(F_{kn}) = \frac{\sum_{i=1}^{j}(|p_i|\bar{x}_i) - \sum_{i=1}^{j} p_i}{(L_u - L_l).\sum_{i=1}^{j} p_i} \times 100\% \qquad i=1,...,j \qquad [1]$$

where,

$ISCT(F_{kn})$ Thermal Customer Satisfaction Index on factor κ (based on *n* clients);

n, number of clients;

j, number of variables in the factor κ;

$|p_i|$, factor load modulus for variable i in factor κ;

$\overline{x}_i$, mean of the variable's ranking i in the factor $i\kappa$;

L_u, this is the upper limit of the *Likert* scale;

L_l, this is the lower limit of the *Likert* scale.

The overall satisfaction index is calculated by weighting the result obtained in each factor by the *eigenvalue of* the latent dimension ([2]:

$$ISCT_G(n) = \frac{\sum_{i=1}^{k}[\Lambda_i . ISCT(F_{kn})]}{\sum_{i=1}^{k} \Lambda_i} \qquad i=1,...,\ k \qquad\qquad [2]$$

where,

$ISCT_G(n),$ Global Thermal Customer Satisfaction Index;

Λ_i, factor final eigenvalues κ;

$ISCT(F_{kn}),$ Thermal Customer Satisfaction Index for customer *n* in the factor κ.

4. Results and discussions

4.1. Demographic and Professional Profile

In the sample structure, female respondents (69.2%) slightly outnumber men in terms of gender (

Table I: I). Among the participants, the average age was 58, with a university degree and an average monthly income equal to or greater than 3.001€ per household. According to occupation, retirees and civil servants represent 61.9% of the total sample. Furthermore, the majority were national and only 8 international. Given the small number of international clients, a question arises: is the impact of COVID19? It is because by 2019, the thermal establishment was visited by 2,331 international customers.

Table I: Thermal Customer Profile

Variables		n	%
Gender (n=107)	Male	33	30.8%
	Female	74	69.2%
Age (n=102)	<=25	7	6.9%
	26-35	10	9.8%
	36-45	7	6.9%
	46-65	32	31.4%
	>=66	46	45.1%
Academic Qualification (n=105)	Basic Education	35	33.3%
	High School	22	21.0%
	Higher Learning	47	44.8%
	Illiteracy	1	1.0%
Nationality (n=94)	Portugal	86	80.37%
	International	8	7.48%
NUT II (n=86)	Northern	62	72%
	Centre	12	14%
	Lisbon's Metropolitan area	12	14%
Profession (n=105)	Public official	33	31.4%
	Pensioner	32	30.5%
	Independent Professional	10	9.5%
	Housewife	6	5.7%
	Student	6	5.7%
	Self-Employed	5	4.8%
	Administrator	5	4.8%

Variables		n	%
	Worker	3	2.9%
	Office employee	3	2.9%
	Commercial Vendors/Agent	2	1.9%
Average gross monthly income of the household (n=106)	Up to 500€	6	5.7%
	501-1,000€	24	22.6%
	1,001-1,500€	13	12.3%
	1,501-2,000€	16	15.1%
	2,001-2,500€	6	5.7%

2,501-3,000€	21	19.8%
3,001€ or more	6	5.7%

4.2. Satisfaction Factors

The KMO criterion and Bartlett's test of sphericity were analysed to verify that the data characteristics were adequate to apply the EFA (Marôco, 2021). The KMO indicator (0.854) revealed a good model fit and Bartlett's test of sphericity was significant ($p < 0.05$). As expected, all items loaded on one factor, reflecting the homogeneity of the satisfaction items, and confirming the scale developed by Silvério et al. (2021a, 2021b).

After verifying that the assumptions for applying the EFA were not violated, the factors needed to explain the correlation between the variables were determined (Marôco, 2021). Pearson's criterion was used, and three factors were extracted with a cumulative explained variance of 69.9% (excellent value in social sciences). Kaiser and Scree Plot methods confirmed the extraction of the factors (Hair et al., 2019). The factors were named according to the common characteristics of the items.

Factor 1 explains 50.5% of the data structure, proving to be the most important in explaining the data. Factor 2 accounts for 10.6% of the variability in the data and factor 3 accounts for 8.8% of the total variation (Table II). Cronbach's alpha coefficient for each factor indicated a reliability measure between "good" and "very good".

Table II: Factor analysis of satisfaction items

Variables	Factors		
	Factor 1 Infrastructures	Factor 2 Services	Factor 3 Technical team
Quality of equipment	0.811		
Security at the facility	0.743		
Cleanliness of the facility	0.706		
Quality of Installations	0.671		
Indoor environment	0.642		
Water quality	0.500		
Available Treatments		0.778	
Specialisation and Techniques used		0.764	
Diversity of services provided		0.756	
Quality of services provided		0.754	
Available Programs		0.697	
Knowledge and skills of human resources			0.888
Service customisation			0.864
Availability and assistance provided by human resources			0.848
% Variance Explained	50.5%	10.6%	8.8%
Final Eigenvalue	3.402	3.362	3.028
Cronbach's Alpha	0.850	0.895	0.910

Source: Own elaboration

4.3. Discussion Hypotheses

Of the factors identified, they were found to have a weak and non-statistically significant relationship with behavioural intentions; H_1 could not be validated - contrary to the existing literature (Campón-Cerro et al., 2020; Han et al., 2017, 2018). In turn, as predicted, the determinants of satisfaction were highly correlated with overall satisfaction – confirming H_2.

4.4. Satisfaction Index

To construct the index, ISCT, 14 variables were selected to measure satisfaction, which presented an overall mean of 4.74 points (±0.322), indicating that respondents were globally satisfied with the services and the thermal establishment.

The items were subsequently distributed into three factors (EFA), which explain the most significant percentage of the variation (Table III).

The results of the satisfaction index calculated for each factor (i=1,..., j [1) revealed that, although factor 2 presents an expressive value, it was the one that presented the lowest satisfaction index (92.07%). This means that the customers of the thermal establishment of Chaves are less satisfied with the services and, therefore, managers should direct their resources and priorities to improving the quality and diversity of services, to generate a higher satisfaction index. Factor 3 presents the highest satisfaction index (94.73%), i.e., respondents are more satisfied with the technical team than with the services and infrastructures of the thermal establishment under study.

Table III: Descriptive values, factor loading and ISCT for each factor

Factors	Variable Description	Descriptive		Factorial loading p_i	$ISCT(F_{kn})$
		$\bar{x}$	s		
Factor 1 Infrastructures	X_1. Quality of equipment	4.64	0.503	0.811	93.81%
	X_2. Security at the facility	4.82	0.385	0.743	
	X_3. Cleanliness of the facility	4.81	0.415	0.706	
	X_4. Quality of Installations	4.71	0.457	0.671	
	X_5. Indoor environment	4.79	0.450	0.642	
	X_6. Water quality	4.76	0.431	0.500	
Factor 2 Services	X_7. Available Treatments	4.64	0.500	0.778	92.07%
	X_8. Specialisation and Techniques used	4.71	0.456	0.764	
	X_9. Diversity of services provided	4.69	0.484	0.756	
	X_{10}. Quality of services provided	4.74	0.462	0.754	
	X_{11}. Available Programs	4.63	0.522	0.697	
Factor 3 Technical Team	X_{12}. Knowledge and skills of human resources	4.75	0.454	0.888	94.73%
	X_{13}. Service customisation	4.79	0.407	0.864	
	X_{14}. Availability and assistance provided by human resources	4.83	0.400	0.848	

Source: Own elaboration

The calculation of the global satisfaction index ([2] showed that the respondents, in general, are very satisfied with the infrastructures, services and technical team of the thermal establishment of Chaves, presenting a value of 93.5%. The index allows for a more accurate and rigorous analysis of customer satisfaction than the global satisfaction score, since it not only includes the concept of latent variable, but also incorporates the relative importance of these factors. In this sense, the ISCT can help HWT professionals better estimate customer satisfaction and determine the specific contribution to that satisfaction.

5. Conclusion

In several studies, it has been realised that the success of an organisation is closely related to its ability to adapt to customers' needs and changing preferences. Therefore, customer satisfaction should be a goal per se for all future-oriented organisations. The assessment of customer satisfaction and the adoption of measures to improve it have been addressed by various methods, but studies have yet to be identified that applied EFA to produce an index that translates customer satisfaction in a HWT context. To fill this gap, a multivariate index was developed to assess the perceived value of tourism services based on customer satisfaction, applied to HWT.

The customer that visits the thermal establishment of Chaves is essentially female, living in the northern region of Portugal, with an average age of 58 years old, higher education levels and a monthly income equal to or higher than 3,001.00€ per household. In terms of perception of the value of the services offered, the respondents are globally satisfied. The factors that determine satisfaction (services, infrastructures, and technical team) were identified by EFA and served as a basis to develop the index that translates the satisfaction of the thermal customer. The factor 'technical team' showed the most satisfactory value in the multivariate model for each factor, although it represents the factor with the least impact on the overall index. The correlations provided partial support to the results of previous studies that showed a relationship between determinants and the overall level of satisfaction, but weak and non-significant between the determinants of satisfaction and behavioural intentions.

This study contributes to the literature by developing and testing a new model to assess thermal customer satisfaction, reinforcing the importance of including it as a measurement method in future models. The results of the index may be useful to managers in formulating competitive strategies to meet customer demand and retain current customers. This study measured the level of thermal customer satisfaction regarding services, infrastructure, and human resources, identifying priorities in strategies to improve satisfaction. The technical team should be the strategic priority to increase customer satisfaction, and managers should continue to invest in their training to improve courtesy, friendliness, cognitive ability, and willingness to help. Satisfaction for compete.

This research must be interpreted considering several limitations. One limitation is the small number of respondents covered by the study, which did not allow for the application of the structural equation model (PLS-SEM) to test the theory.

Therefore, it is considered important to validate the index with a larger number of individuals. The selection of 14 variables to analyse customer satisfaction is also a limitation, as it did not allow other indicators to be studied. The fact that there is no literature on a multivariate model in HWT - the main contribution of this research - did not allow us to compare these results with previous studies.

Future researchers should replicate this study using a larger sample and extend it to other thermal establishments for a comparative analysis to identify their position in the market, making it possible to create a national and international ranking. A theoretical study can be a way to present other indicators that facilitate the evaluation of thermal customer satisfaction, since it proves to be a critical component to build models.

This study provides managers and tourism marketing professionals with elements that help them analyse the overall performance of thermal establishments, redefine priorities and outline new strategies to positively interfere with customer satisfaction. It also provides tools to evaluate customer satisfaction for the benefit of the organization's economic and competitive performance. It is hoped to contribute to relevant studies and stimulate new research as a reference.

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Kpi's in the Restaurant Industry and Performance Evaluation

Kpi's na Restauração e a Avaliação de Desempenho

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Abstract

Purpose: In the period from 2010 to 2019 there was a growth in the birth rate of catering companies in Portugal, but also a growth in the mortality rate. With the arrival of COVID'19 many of these companies had the need to reinvent themselves and adapt to the adversities caused by the pandemic. Pandemic-resistant companies now need to adopt management support tools that help them control costs and maximize profits, and within these tools are performance indicators. The central objective of this study is the creation and standardization of a framework of management indicators for restaurants to be made available to managers in the sector.

Methodology: We opted for the qualitative methodology to the extent that this study analyzes several documentary sources: technical books, scientific articles, websites of consulting companies and documents from Portuguese sector associations. After accessing this information, a comparison was made to identify the most used performance indicators in the various sources of information in order to create a panel of operational indicators to be adopted by catering companies in Portugal.

The first stage consisted of a literature review to identify all existing indicators to monitor the operational activity of restaurants. The main references were derived

from the United States where it was observed that a uniform accounting system applied to this activity (USAR) was used. In the second stage the main indicators utlized in international and national consulting companies belonging to the restaurant sector were identified. In the third stage two Portuguese platforms were consulted.

Portuguese platforms (Associação da Hotelaria de Portugal (AHP), Observatório do Turismo Sustentável do Centro de Portugal (OTSCP)) that aggregate operational indicators of the restaurant sector to average values with the aim of the various restaurants to perform a benchmarking.

Subsequently, the collected information was compared in order to identify the most used indicators in the four sources to elaborate a tableau de bord for future use of restaurant managers. This proposal was developed taking several aspects into consideration. First, a list was created that gathers all the indicators present in at least three different literature sources (encompassing scientific articles and technical books). Next, another list was created with all the indicators used in at least two different consulting firms. After this, a list was established with the indicators used by the Portuguese sector associations. Finally, we arrived at the final indicator table, which encompasses all the indicators common to the three initial lists, adding to them the seven indicators that stood out (strong presence in literature sources or most used by consulting firms) and that did not meet the main criterion (being present in the three initial lists of indicators).

Results: It was found that some indicators that are present in the literature are not used by consulting companies and associations and on the other hand some indicators that are used by associations are not present in scientific articles and technical books. The study allowed, however, to identify the most used and referred indicators, namely Labor Cost, RevPASH and Food Cost, giving rise to a set of standardized indicators considered determinant for the performance evaluation of restaurants. Some divergences were also detected in the calculation of some indicators, such as turnover, for which a more appropriate formula was proposed taking into account the specificity of the restaurant sector.

Table I: Indicators and Formulas

Indicator	Formula	LT	AC	C	M
Food cost%	$\frac{Custo\ da\ comida\ vendida}{Rendimento\ da\ comida} \times 100$	12	32	2	1
Labor cost %	$\frac{Salários\ e\ Ordenados + Encargos}{Rendimento\ Total} \times 100$	8	18	9	2
Food sales %	$\frac{Receita\ da\ comida}{Total\ de\ receitas} \times 100$	2	1	7	2
RevPASH	$\frac{Rendimento\ de\ F\&B}{N^{o}\ de\ lugares\ disponíveis \times n^{o}\ de\ horas\ de\ serviço)}$	3	11	6	1
Income per employee	$\frac{\frac{Rendimento\ dum\ período\ de\ refeição}{N^{o}\ de\ empregados}}{Período\ de\ refeição}$	3	ND	3	1

Indicator	Formula				
ATCG (average total check per guest)	$\dfrac{\text{Rendimento Total}}{\text{N}^\text{o}\text{ de Clientes}}$	6	ND	6	1
Beverage inventory turnover	$\dfrac{\text{Custo da bebida consumida}}{\text{Média de inventáro do período}}$	10	1	4	1
Table turnover	$\dfrac{\text{N}^\text{o}\text{ de mesas ocupadas}}{\text{N}^\text{o}\text{ de mesas disponíveis}}$	ND	1	4	1
Seat turnover	$\dfrac{\text{N}^\text{o}\text{ de clientes}}{\text{N}^\text{o}\text{ de lugares disponíveis}}$	7	3	3	ND
Employee turnover	$\dfrac{\text{Total de saídas por ano} - \text{Total de entradas por ano}}{\text{Total de empregados}}$	ND	4	7	ND
Food inventory turnover	$\dfrac{\text{Custo da comida consumida}}{\text{Média de inventário do período}}$	12	1	4	ND
Beverage cost%	$\dfrac{\text{Custo da bebida vendida}}{\text{Rendimento da Bebida}} \times 100$	9	1	2	ND
Prime cost %	$\dfrac{\text{Prime cost}}{\text{Operations Revenue}} \times 100$	4	1	9	ND
ASG (average sales per guest)	$\dfrac{\text{Rendimento de comida}}{\text{N}^\text{o}\text{ de clientes}}$	7	1	3	ND

LT- Technical books, AC- Scientific articles, C- Consultants, M- Monitors, ND- Does not demonstrate

Source: Own elaboration

Limitations: The scarcity of recent literature on the subject and the absence of a survey of performance indicators used in the restaurant sector were the main limitations of this study, but they were also an additional motivation. Another limitation lies in the fact that it is necessary to obtain the point of view of entrepreneurs in this sector, so this study proposes a set of indicators, which would benefit from the opinion of entrepreneurs. In these terms, for future research, an empirical study with the entrepreneurs of this sector is suggested.

Originality: The originality of this article consists in the fact that there is no other study that proposes a wide and uniform set of indicators with special relevance for the restaurant sector.

Palavras-Chave: *KPIs; Indicadores; Rácios; Desempenho; Indústria da Restauração; Catering.*

Resumo

Objetivo: No período de 2010 a 2019 assistiu-se a um crescimento na taxa de natalidade das empresas de restauração em Portugal, mas, também, ao crescimento da taxa de mortalidade. Com a chegada do COVID'19 muitas destas

empresas tiveram a necessidade de se reinventar e se adaptar às adversidades provocadas pela pandemia. As empresas resistentes à pandemia têm agora a necessidade de adotar ferramentas de apoio à gestão que os ajude a controlar os custos e maximizar os lucros, sendo que dentro destas ferramentas encontram-se os indicadores de desempenho. O objetivo central deste estudo consiste na criação e uniformização de um quadro de indicadores de gestão para a restauração a disponibilizar aos gestores do setor.

Metodologia: Optou-se pela metodologia qualitativa na medida em que neste estudo se analisam várias fontes documentais: livros técnicos, artigos científicos, websites de empresas de consultadoria e documentos de associações portuguesas do setor. Após o acesso a esta informação realizou- se uma comparação para identificar os indicadores de desempenho mais utilizados nas diversas fontes de informação de modo a criar um painel de indicadores operacionais a adotar pelas empresas de restauração em Portugal.

A primeira etapa consistiu numa revisão da literatura para identificar todos os indicadores existentes para monitorizar a atividade operacional da restauração. As principais referências derivam dos Estados Unidos onde foi observado que era utilizado um sistema contabilístico uniforme aplicado a essa atividade (USAR). Na segunda etapa identificaram-se os principais indicadores utlizados em empresas de consultadoria internacionais e nacionais pertencentes ao sector da restauração. Na terceira etapa foram consultadas duas plataformas portuguesas (Associação da Hotelaria de Portugal (AHP), Observatório do Turismo Sustentável do Centro de Portugal (OTSCP)) que agregam indicadores operacionais da restauração a valores médios com o objetivo dos diversos restaurantes realizarem um benchmarking.

Posteriormente, a informação recolhida foi comparada de modo a identificar os indicadores mais utilizados nas quatro fontes para elaborar um tableau de bord para futura utilização dos gestores da restauração. Esta proposta foi desenvolvida tendo em consideração vários aspetos. Em primeiro lugar, foi criada uma lista que reúne todos os indicadores presentes em pelo menos três fontes de literatura diferentes (engloba artigos científicos e livros técnicos). De seguida, criou-se uma outra lista com todos os indicadores utilizados em pelo menos duas empresas de consultoria diferentes. Após isto, estabeleceu-se uma lista com os indicadores utilizados pelas associações portuguesas do setor. Por fim, chegou-se ao quadro de indicadores final, que engloba todos os indicadores comuns às três listas iniciais, acrescentando-lhes os sete indicadores que se destacavam (forte presença em fontes de literatura ou mais utilizados pelas empresas de consultoria) e que não cumpriam o critério principal (estar presente nas três listas iniciais de indicadores).

Resultados: Verificou-se que alguns indicadores que estão presentes na literatura não são utilizados pelas empresas de consultadoria e associações e por outro lado alguns indicadores que são utilizados pelas associações não estão presentes nos artigos científicos e nos livros técnicos. O estudo permitiu, no entanto, identificar os indicadores mais utilizados e referidos, nomeadamente o Labor Cost, RevPASH e o Food Cost, dando origem a um conjunto de indicadores uniformizados considerados determinantes para a avaliação de desempenho dos restaurantes. Foram ainda detetadas algumas divergências no cálculo de alguns indicadores,

como é o caso do turnover para o qual foi proposto uma fórmula mais adequada tendo em conta a especificidade do setor da restauração.

Tabela I: Indicadores e Fórmulas

Indicador	Fórmula	LT	AC	C	M
Food cost%	$\dfrac{Custo\ da\ comida\ vendida}{Rendimento\ da\ comida} \times 100$	12	32	2	1
Labor cost %	$\dfrac{Salários\ e\ Ordenados\ +\ Encargos}{Rendimento\ Total} \times 100$	8	18	9	2
Food sales %	$\dfrac{Receita\ da\ comida}{Total\ de\ receitas} \times 100$	2	1	7	2
RevPASH	$\dfrac{Rendimento\ de\ F\&B}{N^o\ de\ lugares\ disponíveis\ \times\ n^o\ de\ horas\ de\ serviço)}$	3	11	6	1
Income per employee	$\dfrac{\dfrac{Rendimento\ dum\ período\ de\ refeição}{N^o\ de\ empregados}}{Período\ de\ refeição}$	3	ND	3	1
ATCG (average total check per guest)	$\dfrac{Rendimento\ Total}{N^o\ de\ Clientes}$	6	ND	6	1
Beverage inventory turnover	$\dfrac{Custo\ da\ bebida\ consumida}{Média\ de\ inventáro\ do\ período}$	10	1	4	1
Table turnover	$\dfrac{N^o\ de\ mesas\ ocupadas}{N^o\ de\ mesas\ disponíveis}$	ND	1	4	1
Seat turnover	$\dfrac{N^o\ de\ clientes}{N^o\ de\ lugares\ disponíveis}$	7	3	3	ND
Employee turnover	$\dfrac{Total\ de\ saídas\ por\ ano\ -\ Total\ de\ entradas\ por\ ano}{Total\ de\ empregados}$	ND	4	7	ND
Food inventory turnover	$\dfrac{Custo\ da\ comida\ consumida}{Média\ de\ inventário\ do\ período}$	12	1	4	ND
Beverage cost%	$\dfrac{Custo\ da\ bebida\ vendida}{Rendimento\ da\ Bebida} \times 100$	9	1	2	ND
Prime cost %	$\dfrac{Prime\ cost}{Operations\ Revenue} \times 100$	4	1	9	ND
ASG (average sales per guest)	$\dfrac{Rendimento\ de\ comida}{N^o\ de\ clientes}$	7	1	3	ND

LT- Livros técnicos, AC- Artigos Científicos, C- Consultoras, M- Monitores, ND-Não Demonstra

Fonte: Elaboração Própria

Limitações: A escassez de literatura recente sobre o tema e a ausência de um levantamento dos indicadores de desempenho utilizados no setor da restauração foram as principais limitações deste estudo, mas constituíram também uma motivação adicional. Outra limitação reside no facto de ser necessário obter o ponto de vista dos empresários deste setor, pelo que este estudo propõe um conjunto de indicadores, o qual beneficiaria com a opinião dos empresários. Nestes termos,

para investigação futura, sugere-se um estudo empírico junto dos empresários do setor.

Originalidade: A originalidade deste artigo consiste no facto de não existir nenhum outro estudo que proponha um conjunto alargado e uniforme de indicadores com especial relevância para o setor da restauração.

Palavras-Chave: *KPIs; Indicadores; Rácios; Desempenho; Indústria da Restauração; Catering.*

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Spa management through USFRS and USALI: analysis of the similarities and differences

Gestão de spas através do USFRS e do USALI: análise das semelhanças e diferenças

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Abstract

Purpose: Decision making based on concrete information is central to any company in the hospitality industry; without this support companies may have difficulty achieving success (Lima Santos et al., 2016). As a way to monitor the analytical performance of lodging, the Uniform System of Accounts for the Lodging Industry (USALI) emerged in 1926 with the goal of standardizing analytical and financial accounting practices and preparing comparable performance analyses. This accounting system encompasses all departments that are possible to generate revenues and costs in a hotel unit and is divided into the following sections: operating statements; financial statements; operating metrics and ratios; dictionary of costs and income; explanation of income on a net or gross basis (HANYC,2014; Schmidgall, 2005). Years later, already in the 21st century, in 2003, the Uniform System of Financial Reporting for Spas (USFRS) appeared, an accounting system applied to the different types of spas, whether they are integral parts of a hotel or not. This accounting system promotes the identification of more specific ratios and

indicators for spas and is divided into the following sections: financial statements; financial analysis; financial support tools.

Considering both systems mentioned above, it becomes relevant to understand what led to the creation of the USFRS, since the USALI already contemplates the spas department. Thus, the general objective of this study is to analyze and compare two accounting systems that provide information for the management of spas, one directly (USFRS) and, the other indirectly (USALI). These uniform systems assist the managers and employees of these economic activities so that decision making is more efficient and effective. The main objective is supported by the following specific objectives: comparative analysis of income statements; comparative analysis of departmental statements; and establishing relationships between both systems. These analyses will allow to support managers of a spa or independent spa company or a hotel with a spa department.

Methodology: To perform the study, a qualitative methodology was chosen by opting for a documentary research for data collection. The documents analyzed are two uniform systems of accounts, USALI (HANYC,2014) versus USFRS (Schmidgall, 2005), which have not yet received an analytical treatment. These two official documents are applied in hospitality and spas. However, a literature search is also applied since scientific articles that gird this topic are analyzed. Regarding data analysis, the comparative method was applied, which identifies similarities and divergences as well as their analysis.

Results: The results of the study highlight the similarities and the main differences between USALI and USFRS, which are composed of several departmental demonstrations. Although USALI includes a departmental demonstration aimed at spas, the most important section of this system is lodging. In the USFRS, the more specific sections such as massage, skin, hair and nail care are of greater importance; thus, these systems have different goals and the USFRS has a more rigorous degree of detail. In the USFRS the costs presented are mostly variable compared to the USALI.

Although both systems studied have the ability to compare financial information with internal and external users, with respect to the business area of each of them, it is perceived that USALI can be applied to different companies related to hospitality. However, this accounting system has a disadvantage with regard to the application of the system in small hotels, because it is a generalized system, it becomes more difficult to be adapted. As for the USFRS, it is more specific but can be applied to various types of spa (HANYC,2014; Schmidgall, 2005).

Both systems consist of the same financial statements: balance sheet, income statement, cash flow statement, statement of changes in equity and accompanying notes. The main differences are reflected in the operating statements of each system, as USALI has 14 operating statements and 1 income statement and USFRS has 19 operating statements and also 1 income statement (HANYC,2014; Schmidgall, 2005).

Analyzing more specifically some aspects of USALI and USFRS, it can be seen that while USALI allows for the analysis of financial information from the previous period, USFRS does not; however, the system applied to spas allows for statistical analysis

and budgeting, something that USALI does not perform. Both uniform systems of accounts present the analysis of ratios and indicators (Alves et al., 2019). As for the nomenclature of the systems, both present a cost dictionary that helps users decide where to impute them; however, only USALI presents an income dictionary due to its generality, because in USFRS this dictionary is not necessary. On the other hand, USFRS has a specific chart of accounts for spas, a feature that USALI does not have. Still on the similarities and differences between USALI and USFRS, the table presents a basic comparison between these systems (HANYC, 2014; Schmidgall, 2005).

Figure 1: Basic similarities and differences between USALI and USFRS

Basic similarities and differences between USALI and USFRS	USALI	USFRS
Departmental sales	Yes	Yes
Cost of departmental sales	Yes	Yes
Departmental personnel expenses	Yes	Yes
Other departmental direct costs	Yes	Yes
Controllable costs disaggregated from fixed costs	Yes	Yes
Departmental fixed costs	Yes	No

Source: Own elaboration

Finally, although USFRS looks like a reproduction of USALI, it is an accounting system that provides a clarified and specific view of the performance of spas.

Limitations: The lack of relevant literature on these uniform accounting systems, especially the USFRS, was a challenge for the study.

Originality: The practical contributions of this study are reflected in helping managers in the implementation and use of the uniform account systems studied here, as they will have the possibility to analyze USALI and USFRS together or separately. The in-depth investigation of the USALI and the USFRS contributed to a better analysis of the performance of a hotel as a whole and also for the spa department, as the USALI analyzes and improves the performance quality of a hotel company generally, while the USFRS, by having a more advanced level of detail helps in more specific questions about the spa department.

Keywords: *management accounting; uniform systems of accounts; USALI; USFRS; hospitality and spas; uniform financial information system for spas*.

Resumo

Objetivo: A tomada de decisão baseada em informação concreta é fulcral para qualquer empresa do setor hoteleiro; sem esse suporte as empresas podem ter dificuldade em alcançar o sucesso (Lima Santos et al., 2016). Como forma de monitorizar o desempenho analítico do alojamento, em 1926, surgiu o *Uniform System of Accounts for the Lodging Industry* (USALI) com o objetivo de padronizar as práticas de contabilidade analítica e financeira e elaborar análises de desempenho passíveis de comparação. Este sistema contabilístico engloba todos os departamentos que são possíveis de gerar receitas e custos numa unidade hoteleira e está dividido nas seguintes secções: demonstrações operacionais; demonstrações financeiras; métricas e rácios operacionais; dicionário de custos e rendimentos; explicação dos rendimentos em base líquida ou bruta (HANYC,2014; Schmidgall, 2005). Anos mais tarde, já no século XXI, em 2003, surge o *Uniform System of Financial Reporting for Spas* (USFRS), sistema contabilístico aplicado aos diferentes tipos de spas, sejam eles partes integrantes, ou não, de um hotel. Este sistema contabilístico promove a identificação de rácios e indicadores mais específicos sobre os spas e está dividido nas seguintes secções: demonstrações financeiras; análise financeira; ferramentas de apoio financeiro.

Considerando ambos os sistemas mencionados anteriormente, torna-se relevante perceber o que levou à criação do USFRS, visto que o USALI já contempla o departamento de spas. Desta forma, o objetivo geral deste estudo é analisar e comparar dois sistemas de contas que proporcionam informações para a gestão dos spas, um de forma direta (USFRS) e, outro de forma indireta (USALI). Estes sistemas uniformes auxiliam os gestores e colaboradores destas atividades económicas de modo que a tomada de decisão seja mais eficiente e eficaz. O objetivo principal é apoiado pelos seguintes objetivos específicos: análise comparativa das demonstrações dos resultados; análise comparativa das demonstrações departamentais; e estabelecimento de relações entre ambos os sistemas. Estas análises permitirão apoiar os gestores de uma empresa termal ou spa independente ou de um hotel com departamento de spa.

Metodologia: Para executar o estudo, foi escolhida uma metodologia qualitativa optando-se por uma pesquisa documental para a recolha de dados. Os documentos analisados são dois sistemas uniformes de contas, USALI (HANYC,2014) versus USFRS (Schmidgall, 2005), os quais ainda não receberam um tratamento analítico. Estes dois documentos oficiais são aplicados na hotelaria e nos spas. Contudo, aplica-se também uma pesquisa bibliográfica uma vez que são analisados artigos científicos que cingem este tema. Em relação à análise de dados foi aplicado o método comparativo, o qual identifica semelhanças e divergências assim como a sua análise.

Resultados: Os resultados do estudo evidenciam as semelhanças e as principais diferenças entre o USALI e o USFRS, que são compostos por várias

demonstrações departamentais. Embora o USALI inclua uma demonstração departamental dirigida aos spas, a secção mais importante deste sistema é o alojamento. No USFRS, as secções mais específicas como a massagem, os cuidados com a pele, o cabelo e as unhas têm maior importância; assim, estes sistemas têm objetivos diferentes e o USFRS tem um grau de detalhe mais rigoroso. No USFRS os custos apresentados são maioritariamente variáveis comparativamente ao USALI.

Apesar de ambos os sistemas estudados terem a capacidade de compararem a informação financeira com utilizadores internos e externos, no que diz respeito à área de negócio de cada um deles, percebe-se que o USALI pode ser aplicado a diferentes empresas relacionadas com a hotelaria. Porém, este sistema contabilístico apresenta uma desvantagem no que diz respeito à aplicação do sistema em hotéis de pequena dimensão, pois por se tratar de um sistema generalizado, torna-se mais difícil de ser adaptado. Quanto ao USFRS, este é mais específico podendo, no entanto, ser aplicado a várias tipologias de spa (HANYC,2014; Schmidgall, 2005).

Ambos os sistemas são constituídos pelas mesmas demonstrações financeiras: balanço, demonstração dos resultados, demonstração dos fluxos de caixa, demonstração das alterações de capital próprio e notas anexas. As principais diferenças refletem-se nas demonstrações operacionais de cada sistema, pois o USALI possui 14 demonstrações operacionais e 1 demonstração dos resultados e o USFRS possui 19 demonstrações operacionais e também 1 demonstração dos resultados (HANYC,2014; Schmidgall, 2005).

Analisando de forma mais específica alguns aspetos do USALI e do USFRS, percebe-se que enquanto o USALI permite a análise da informação financeira do período anterior, o USFRS não o permite; porém, o sistema aplicado aos spas permite a análise estatística e a elaboração de orçamentos, algo que o USALI não executa. Ambos os sistemas uniformes de contas apresentam a análise de rácios e indicadores (Alves et al., 2019). Quanto à nomenclatura dos sistemas, ambos apresentam um dicionário de custos que ajuda os utilizadores a decidir onde imputar os mesmos; contudo, apenas o USALI apresenta um dicionário de rendimentos devido à sua generalidade, pois no USFRS este dicionário não é necessário. Por outro lado, o USFRS apresenta um plano de contas específico dos spas, caraterística que o USALI não apresenta. Ainda sobre as semelhanças e diferenças entre o USALI e o USFRS, a tabela apresenta uma comparação básica entre estes sistemas (HANYC,2014; Schmidgall, 2005).

Figure 1: Semelhanças e diferenças básicas entre USALI e USFRS

Semelhanças e diferenças básicas entre USALI e USFRS	USALI	USFRS
Vendas departamentais	Sim	Sim
Custo das vendas departamentais	Sim	Sim
Gastos com pessoal departamentais	Sim	Sim

Outros custos diretos departamentais	Sim	Sim
Custos controláveis desagregados dos custos fixos	Sim	Sim
Custos fixos departamentais	Sim	Não

Fonte: Elaboração Própria

Por fim, apesar do USFRS parecer uma reprodução do USALI, é um sistema contabilístico que permite fornecer uma visão clarificada e específica do desempenho dos spas.

Limitações: A falta de literatura relevante sobre estes sistemas de contas uniformes, especialmente o USFRS, foi um desafio para o estudo.

Originalidade: Os contributos práticos deste estudo refletem-se na ajuda aos gestores na implementação e utilização dos sistemas de contas uniformes aqui estudados, uma vez que terão a possibilidade de analisar o USALI e o USFRS em conjunto ou separadamente. A investigação aprofundada do USALI e do USFRS contribuiu para uma melhor análise do desempenho de um hotel como um todo e também para o departamento de spas, pois o USALI analisa e melhora a qualidade de desempenho de uma empresa hoteleira de forma geral, enquanto o USFRS, por ter um nível de detalhe mais avançado ajuda em questões mais específicas sobre o departamento de spa.

Palavras-Chave: c*ontabilidade de gestão; sistemas uniformes de contas; USALI; USFRS; hotelaria e spas; sistema uniforme de informação financeira para spas.*

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The Portuguese Shift from Classical to Wellness Thermalism: Registers and Receipts from 2012 to 2021

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Abstract

Purpose: Among the sectors of the wellness economy, wellness tourism, with a decrease of 39.5%, and spas and thermal baths, with a change of -38.6% and -38.9%, respectively, were hardest hit by the Covid-19 pandemic (Yeung & Johnston, 2021). Nonetheless, Kitchen (2023) believes that one of the biggest trends in the wellness industry by 2023 will be spa destinations. The pandemic has raised awareness of the importance of a healthy lifestyle (Li & Huang, 2022) and consequently led to an increase in the consumption of experiences and travel that are somehow motivated by wellness (Alonso-Ivarez, 2012; Rodrigues et al., 2020; Wen et al., 2021; Ferreira et al., 2022; Vaz et al., 2022; Kitchen, 2013). Rodrigues and co-authors (2020) identify the inversion of the age pyramid as one of the reasons for this growth. The world's population is ageing but, fortunately, is becoming increasingly informed and financially empowered. This segment is therefore becoming a fantastic public for this industry as they have more time to travel, are more financially secure than the previous generation and have a strong desire for authentic experiences. The baby boomers are realising the value of the treatments available. Thermalism thus becomes a highly valued market proposition for this generation as it has medicinal and preventive benefits (Patterson & Pegg, 2009).

According to Yeung and Johnston (2018), thermal/mineral springs are the fastest-growing subcategory of wellness tourism. Alonso-Ivarez (2012, p. 15) believes that what is presumptuously described by the name of health and wellness tourism has three basic components: the mineral springs or thermal resorts, the spa facilities that do not rely on local natural mineral springs and thalassotherapy - is an activity that has been increasing steadily in all developed economies of Europe over the past few decades.

The Article 2 of Decree-Law No. 142/2004 of 11 June of the Portuguese Official Journal (Diário da República), defines the spa or thermal establishment as "the unit providing health care in which the use of the therapeutic properties of a natural

mineral water is carried out for the purposes of disease prevention, therapy, rehabilitation and health maintenance, and complementary and adjunctive techniques to those purposes may also be practised, as well as thermal wellness services". Note that the preventive component is included in the definition. Thermal therapies are used for healing and as an escape from illness through relaxation and the properties of mineral waters. Chen et al. (2008) proved that when a consumer seeks services and experiences in wellness resorts, the main motivation is the relaxation of body and mind - hence the marketing strategies reinforce the differentiating experience of relaxation. The study also identifies that the second reason is the range of activities available, i.e., they seek the possibility to diversify. And thirdly, they seek contact with nature.

Rocha and Brandão (2014, pp. 227-228), referring to the proposal of the Directorate-General of Tourism of 2005, segment thermalism into "classic thermalism" and "wellness thermalism", making the distinction as follows: 'classic thermalism' (CT), defined as the one whose offer is organised to meet demand motivation based on defined pathologies and essentially with a therapeutic aim, equilibrium replacement and functional recovery, and wellness thermalism (WT), defined as the one whose offer is intended for customers whose demand motivation is leisure, tourism, and therapeutic recreation in the sense of organic, functional, and mental replacement". Regardless of the segment, classic thermalism or wellness/preventive thermalism, it is scientifically proven that thermal therapies present a series of benefits for the user (Maraver & Karagulle, 2012) (Lopes et al., 2018; Rodrigues et al., 2020; Ferreira et al., 2022; Vaz et al., 2022; Silva et al., 2023) due to the immunological, physical, microbiological and chemical properties of mineral waters. (Edlin & Golanty, 2015; Cacciapuoti et al., 2020). Indeed, the benefits of thermalism and mineral waters go beyond relaxation and appeasement of stress caused by the pace of modern society (Martins et al., 2021).

Regarding the abovementioned, this study aims to present an analysis of the evolution of the shift of thermal users between wellness and classical thermalism by thermal establishments located in Portugal. Indeed, this research focuses on the shift between classic thermal services, considered health services, and wellness services offered by Portuguese thermal establishments and aims to understand such evolution from the perspective of the demand side. The availability of administrative data on registers and receipts generated by Portuguese thermal establishments is not amply exploited in the literature, perhaps due to the simplicity of the data available. However, even if the data are simple, it exists at the moment time series data that allows understanding the evolution between the two thermal branches – data is collected and made available by the Portuguese *Direção Geral de Energia e Geologia* (DGEG). Therefore, it is possible to apply exploratory data analysis that describes the development and shift of consumer preferences from 2012 until 2021.

Methodology: The aim is reached by applying exploratory and cluster data analysis to Portuguese administrative databases containing the number of user registers and income generated from 2012 until 2021 and made publicly available by the Portuguese Direção Geral de Energia e Geologia (DGEG). An exploratory analysis

is implemented and complemented by a cluster analysis which allows the grouping of the active thermal establishments according to the change observed.

Results: At the beginning of the analysis period, 2012, the global economic and financial crises - that severely hit Portugal – enhanced the demand for classic thermal services, which had the highest demand in the total number of registers, ahead of wellness services. Before the COVID-19 pandemic, in 2019, thermal wellness services accounted for almost 64% of the full thermal services demanded. Due to the close of medical spaces, the demand for wellness services increased even more during the pandemic. However, after the pandemic (2021), the values approached those of 2019. This remarkable development shows how important the wellness services related to wellness tourism have become over the last decade in Portuguese thermal establishments. Cluster analysis allows us to understand that this trend is observed in thermal establishments, which have always been more committed to wellness thermalism, and in more classic establishments. Classic thermalism is required above all by users older than 65 years and looking for the therapeutic effects of thermal water. In this age group, the demand for wellness services is about half (or less) of the market for classic services in the analysis period. Wellness services are demanded mostly by users between 26 and 35. In 2018, there were 34 times more wellness service requests than classic thermal spa services. This conclusion proves that this market demand segment is fundamental for developing suitable strategies to further increase the demand for wellness supply. Children and adolescents also seem to be an age group that needs special attention since their register number is growing over time.

Limitations of the research: The research has limitations in terms of the availability of data, particularly detailed data on the different user segments over time and individual data from recent years (2021 and 2021) to assess the impact of the COVID-19 pandemic on the shifts between to understand classical and wellness thermalism in more detail.

Originality: This research uses administrative data on the registers and income generated in the several active thermal establishments in Portugal to understand its evolution over time (2012 to 2021), mainly before and after the COVID-19 pandemic. This data is being used to introduce the activity in Portugal, but mostly only the overall data is presented and analysed.

Keywords: *Wellness; Wellness tourism; Thermal establishment; Portugal*.

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Chair: Kevin Hemsworth

Rural destinations in the pandemic summer holidays: reinforcement and reasons behind Portuguese tourists' choices

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Abstract

Purpose: During COVID-19 there occurred a disruption in tourism activity, in both quantitative and qualitative terms. There was a change of direction for tourism and a change in travel behaviors (Gössling et al., 2020; Hall et al., 2020; Škare et al., 2021). New tendencies, new destinations, new interests, and new behaviors have all become an integral part of the "new normal" in the field of leisure and tourism which, in this context, takes on new geometries. The summers of 2020 and 2021, traditional vacation time, were inevitably marked by the pandemic crisis and, particularly at the start, by associated ignorance, fear and uncertainty. Rural tourists pursue the unique features of the rural environment, such as freedom, peace, and a distinct sense of space. They also enjoy the authenticity and tradition of natural scenery as an escape from industrialization and urbanization (Dashper, 2015; Liu et al., 2020). In this pandemic picture, faced with anti-pandemic measures of isolation at home, value was added to rural destinations and natural areas, and to the countryside way of living, which tended to be more attractive to visitors (Seraphin & Dosquet, 2020; Vaishar & Šťastná, 2020; Cvijanović et al., 2021; Marques et al., 2021; Silva & Carvalho, 2021). The fact that they are open, less densely populated areas with strong air circulation and therefore associated with a lower perception of risk seems to be the perfect combination for tourists who want to safely enjoy natural landscapes while maintaining social distancing (Vaishar & Šťastná, 2020; Zhu & Deng, 2020; Şengel, 2021; Yang, 2022). After two critical years of summer vacations affected by the pandemic, the main purpose of this study is to present Portuguese tourist destinations as they were during the 2020 and 2021 summer

holiday periods, and particularly to examine the position of the rural environment destinations as well as the reasons for choosing them.

Methodology: Two online questionnaire surveys (2020 & 2021) were circulated via Facebook and email because of the limitations imposed by the pandemic. They were applied to Portuguese tourists who took holidays in Portugal between June and September. A total sample of about 900 respondents over the two years was studied. The data from this tool were organized into a database and a descriptive analysis was carried out using SPSS software. Statistical data about rural tourism demand for tourist accommodation were also considered in this analysis.

Results: In these two years, the summer holiday of Portuguese tourists took on a domestic character, which was an extraordinary opportunity for the countryside to reposition itself as a tourist destination. This was not a replacement, but rather a strengthening of the rural matrix environments. In the two years under review, as might be expected, the maritime environment continued to gain popularity among tourists, and the rate increased in the summer of 2021. This increase was generalized to other vacation environments. In 2020 the rural environment, the inland river environment, and the mountain environment, strengthened their positions by about 10% each compared to what was planned pre-pandemic. However, in 2021 these environments continued to strengthen by more than 10% compared to 2020 and exceeded the vacation intentions for 2021 that were indicated in 2020. The proportion of respondents who spent at least one vacation period in a rural environment exceeds 60% (62% in 2020 and 66% in 2021). The statistical data on the demand for accommodation in rural areas during these two periods (INE, 2022) reveal more significant increases for this mode than for hotel and local accommodation. Specifically, the increase in relative weight of rural tourism accommodation guests and overnight stays in total accommodation, and demand, which by the summer of 2021 was already higher than in the years prior to the pandemic.

The choice of this sample of Portuguese tourists shows a balance between the internal factors of the destination and the external contextual factors. Overall, in addition to the contact with nature and the tranquility and calm intrinsic to these environments, this choice was strongly motivated by the security conveyed by rural spaces. This sense of safety is reinforced by the fact that they are territories of low demographic density and thus inherently present a lower risk of virus transmission. Despite the continued preponderance of these reasons, in 2021 a substantial segment of the respondents denies that they only chose rural environments because of the pandemic. The satisfaction with the destination/type of environment in the 2020 vacations gained relevance and led people to choose the same a year later. Moreover, the fact that was usual to spend vacations in this type of destination, while the budget available for vacations also still had some weight, meant that rural destinations were perceived as more economical. In addition, respondents' saw these destinations as having reinvented themselves to offer new leisure possibilities. The reasons associated with the destination have diversified and there are more references to the diversity and genuineness of features (landscape, fresh air, monuments, gastronomy, and wines) and activities that can be enjoyed (hiking, walking trails).

This evidence proves to be in line with the studies that concluded that the context of the pandemic crisis stimulated rural tourism and awakened or consolidated interest in less densely populated destinations. A negative feature that, given this context of crisis, turns out to be widely valued, or even decisive, when choosing a vacation destination in the two periods considered. Destinations were favored that allow more individualized outdoor and closer-to-nature experiences and activities, the options most widely highlighted by respondents in the second pandemic-affected summer. The fear that this trend could only be the result of the context, and thus ephemeral, lasting as long as the pandemic crisis, is being replaced by the certainty that rural space has become established as a destination. Statistical data continues to show an increase in demand for rural tourism which, since the summer of 2021, has surpassed pre-pandemic demand (INE, 2022). A demand which, for more than half of the sample surveyed in 2021, will continue to be very and/or extremely likely in the aftermath of the pandemic. In this regard, it should be noted that this intention actually materialized in the summer of 2022, thus consolidating the demand for rural tourism. This period saw a growth of about 20% in guests and overnight stays compared to the summer of 2021. The 2022 total demand for the year beat records, with 1.2 million guests and 2.6 million overnight stays (INE, 2022). These results promise a great summer season in terms of rural tourism for 2023.

Research limitations: These findings only take into account a specific season – the summer – and only relate to the two most critical years of the pandemic. A study that covered a longer period of time could provide valuable input to reinforce these results.

Originality: This research provides an approach to the motivations underlying the choice of rural areas as tourist destinations in the two summer holiday periods most seriously affected by the pandemic. Studies on this a topic are scarce, so this work enriches and expands knowledge on it, and indicates a future perspective of potential of rural areas as tourist destinations. Furthermore, this paper provides valuable information for rural managers and investors in the event of major crises.

Keywords: *Rural environment destination; Rural tourism; Summer holidays; Motivations; Covid-19; Portugal.*

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How to know if a destination may "suffer" of overtourism?

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Abstract

Purpose: Overtourism has been debated for some time, and although cities or destinations seek to increase tourism for economic reasons, some cities become cautious so as avoid suffering, suddenly, from a boom of tourists in a destination with a limited capacity.

The reasons for which overtourism occurs is different from destination to destination, and are as diverse as Cinematographic, Celebrity and Catastrophe tourism, aside from the natural beauty and historical relevance they may display. Awards for outstanding touristic destination and seaside cities that become stop points for cruising ships also create popularity that suddenly bring in mass tourism, often with little economic return for local businesses.

The concerns of local and national authorities focus on two different aspects of the problem. From the urban point of view, one may observe the change of character of the destination, the overpopulated streets and structural damage to historical heritage; from the social point of view, life quality and access to regular facilities become problematic and difficult to cope with, such as the high renting prices and day-to-day living costs, leading to the exit of local habitants from these places.

On the other hand, the economic survival of these locations depends upon tourism and the jobs and revenue produced by the achieved popularity. A considerable investment towards the heritage recovery and maintenance relies upon the revenue retained by touristic entrepreneurs and taxation.

In order to contain the damage overtourism creates, several cities and destinations have applied constraining measures and policies, trying to substitute destination promotion by destination management. In the present study the case will look into Amsterdam's best practices and strategies with the enhanced results. Further on the focus is shifted to the city of Oporto, considered one of the best touristic destinations in the world, as well as an UNESCO heritage location, and probably a future "victim" of overtourism.

The question arises on how to predict and prevent that a certain destination becomes a "victim" of overtourism – which are the red flags and how to define the borderlines of the concept.

Methodology: In order to envision a set of measures the city may have to impose in the near and far future, so as to maintain the destination sustainable, a literature review on overtourism destination was performed and case studies were reviewed; a questionnaire is to be applied to 3 different publics within the city of Oporto: local inhabitants, tourism related businesses and visiting tourists. In cooperation with the city authorities and Turismo de Portugal – the national tourism board, the grading criteria for borderline scenarios is to be created.

Results: The results of the ongoing study should provide guidelines to establish policy for preventing overtourism and establishing moments of decision regarding destination management.

Originality: The originality of this study lies on its specific focus on the city of Porto as a case study for understanding and addressing overtourism. While overtourism is a widely discussed issue, this abstract narrows down the scope to one particular destination, offering insights and recommendations tailored to the unique context of Oporto.

Furthermore, the study emphasizes the multifaceted nature of overtourism, highlighting various causes such as cruise ship visits as well as the recent award as Best City Destination of the world. This comprehensive examination of overtourism factors adds originality to the research.

The methodology of the study also contributes to its originality. By combining a thorough literature review with a questionnaire administered to different stakeholders, including local inhabitants, tourism businesses, and visiting tourists, the study aims to provide a holistic understanding of the issue and incorporate diverse perspectives. The collaboration with city authorities and Turismo de Portugal further enhances the applicability and relevance of the research.

How can Certification improve the potential of the tourist destination?

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Abstract

Purpose: In the contemporary world we inhabit, it has become increasingly important to prioritize the quality and longevity of the tourist experience, as well as the preservation of the natural and cultural resources that define the identity of a territory (OMT, 2012). Consequently, it is imperative to ensure the excellence of the tourism offerings and the satisfaction of the visitors who partake in them.

It is worth noting that environmental concerns not only contribute to the conservation of natural resources but also serve as market advantages, leading to the creation of certifications that validate sustainable practices. However, a destination encompasses more than just its environmental aspect; hence, it is crucial to foster awareness about other dimensions and promote sustainable practices across all aspects of destination management (Trindade, 2013).

In this context, certification emerges as a means of differentiation, reflecting a growing trend in the tourism industry, both for certifying destinations and economic entities (Costa, 2011). The certification process entails adherence to specific guidelines and subsequent evaluation by an authorized body. In the case of tourist destinations and companies, the Global Sustainable Tourism Council (GSTC), a UN-approved organization, accredits and recognizes sustainable tourism certifications.

The purpose of certification is to enhance the reputation and performance of the certified entity, which can attract new markets. Furthermore, certification serves as a distinguishing factor in the market, effectively communicating the credibility of the organization to the target audience.

Therefore, strategic planning of tourism development and the systematic organization of the destination are critical factors for success within the sector. To achieve the optimal outcomes for a destination, all stakeholders, including companies and organizations, must align their efforts towards a shared goal (Trindade, 2013, p.209).

In Portugal, this certification process has proven successful in numerous municipalities, with the municipality of Arouca serving as a notable case study, which will be explored in this article.

Methodology: This study adopts an observational approach, analyzing case studies from Portugal that have either initiated or completed the certification process as sustainable tourist destinations.

Results: There are already several cities worldwide where the concern for sustainability is evident, and they are working hard to develop thoughtful strategies for their destinations with the aim of achieving certification. In this regard, countries are starting to assess the evidence and practices they have in order to meet the criteria defined by the Global Sustainable Tourism Council (GSTC). Some notable countries include Athens, Barcelona, Berlin, Malaga, Seville, Tallinn, Valencia, Vancouver, and Slovenia.

Therefore, the focus of this article revolves around the case study of Slovenia, given its unique characteristics and visible results. Slovenia stands out in this panorama as it was the first country certified by Green Destinations. This certification was made possible due to the destination's strong commitment to promoting sustainability, which primarily involves implementing good practices across all aspects of the destination. The country addresses sustainability issues mainly through the "Slovenia Tourism Green Scheme" tool and certification program.

In addition to its excellent engagement with the local community, Slovenia also plays a significant role in attracting modern travelers seeking to adopt a healthy and sustainable lifestyle. The country promotes 5-star experiences as part of Slovenia's positioning as a "green boutique."

Furthermore, it is important to highlight the crucial role of communication and destination promotion, an area in which Slovenia is also excelling, further reinforcing its merit.

Originality: This study presents the case of the Municipality of Slovenia, which developed the certification process for its destination, having obtained an excellent classification in the delivery of the award/seal.

Keywords: *Sustainable Tourism; Tourist Destination; Certification; Planning; Slovenia.*

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Explaining sustainable-based tourism destination attractiveness through tourists changing travel behaviours and sustainable in-destination information

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Abstract

Purpose: The exponential development of the tourism industry had the merit of significantly encouraging economic growth while at the same time contributing to the degradation of the ecological environment of many tourism locations. The tourism industry has an enormous opportunity cost in terms of the intensive use of natural resources and the squandering of the planet in its various aspects. Sustainable tourism development has aroused practitioners, policymakers, and academic communities' wide interest. Since it is not intended to dispense with tourism, it is necessary to operationalize it in line with respect for the environment. According to the World Tourism Organization (WTO, 2013) sustainable tourism fully considers its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. The importance of sustainable tourism is highlighted in the 2030 United Nations Agenda for Sustainable Development in its eighth, twelfth and fourteenth sustainable development goals.

Currently, there seems to be a change in societies' mindset towards environmental issues. People seem more aware of the consequences of planetary depletion in terms of climate change and health, and sustainability has become part of the dominant lexicon.

In this context, the sustainable development of a territory can be closely related to its tourist attractiveness. Although, the concept of destination attractiveness has been widely investigated (Formica & Uysal, 2006; Gu et al., 2022) it remains to explore the determinants of sustainable-based tourism destination attractiveness. A behavioural perspective of the interplay between demand and supply indicates that people travel because they are either "pushed" by tourism motivations (internal

and/or psychological forces) or "pulled" by external forces of the destination attributes (Uysal & Jurowski, 1994).

The purpose of the present research is to explore whether two internal factors – the availability to change travelling behaviours, in general, and the availability to engage in sustainable travels, in particular along with an exogenous factor – the availability of information about in-destination sustainable practices, would explain the sustainable-based tourism destination attractiveness.

Methodology: Data from 25711 participants from the 27 European Member States were used. The data were collected in October 2012 through the Flash Eurobarometer 499 – 'Attitudes of Europeans towards Tourism' (GESIS, 2022). The answers of four questions were used. The first question (question 1 of the survey) collected information about respondent's availability to change their travelling behaviours through six items. The second question (question 5 of the survey) collected information concerning participant's availability to engage in sustainable behaviours through nine items. The third question (question 7 of the survey) gathered respondent's perception of available information concerning sustainable in-destination practices through six items. Finally, the last question (question 4 of the survey) collected participants' interest in a destination through five items. The association between the first three variables (independent) and the fourth question (dependent) was explored through the application of the Partial Least Square method.

Results: In general, respondents from the European Union were not available to change their travelling behaviours, and regarding sustainable travels they revealed only some availability to consume local products, reduce waste and take holidays outside the high season. Respondents found it easy to obtain information concerning sustainable practices in the destination except for the footprint of transport options. Moreover, we find evidence that respondents' availability to engage in sustainable travel ($\beta = 0.179$; $p <= 0.001$), the availability of information ($\beta = 0.07$; $p <= 0.001$), and their willingness to change travelling behaviours ($\beta = 0.062$; $p <= 0.001$), were statistically significant in explaining the sustainable-based destination attractiveness.

Originality: This study reports the first evidence, using a large sample, of the relation of pushed factors, translated into respondents' motivations to change travelling behaviours, in general, and to engage in sustainable travels, particularly, and information sources as determinants of sustainable-based destination attractiveness.

Keywords: *Sustainable Tourism; Sustainable development; Destination attractiveness; Travelling behaviours; Sustainable travels; Sustainable in-destination practices Information*.

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National Gastronomy Brand as a Country's Identity

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Abstract

Purpose: The main purpose of this research was to explore and propose the conceptualization of the *Petisco* definition as a national gastronomic brand.

Food is a key element in the issue of national identity. For example, the Portuguese eat codfish, the French frogs, and the Scottish haggis, and so on (Guerra & Rodrigues, 2018).

There is an effective perspective for the next ten years, that Portugal could develop its own *comfort food* concept based on a new model to understand how Portuguese gastronomy could be valued and differentiated (Dias, R. R. & Nogueira, M ,2019).

Branding is a well-established practice in marketing consumer goods, although its application to intangible items such as countries, cities, is a relatively new activity. National identity is not only the meaning of shared culture, but also about the feeling of belonging. In this way, Portugal with legacy rich in traditions and maritime achievements that contribute to the gastronomy evolution, has potential.

Methodology: To achieve the main objective of this study, a Delphi method was developed. Supported by two rounds on the perspective of use or not the *Petisco* brand as a national gastronomy identity within the framework of the next ten years (2021 to 2031), a Delphi panel of nineteen Experts was consulted in two successive rounds. The first step was the measure of the expert's self-knowledge degree.

Results: Concerning some results, this research made it possible to find some trends that are likely to occur. One of them with the highest possibility of occurrence - 83.8% around the average (4.0) - CV (coefficient of variation) equal to 16,2%, is precisely the concept of *Petisco* as a National brand.

Originality: Thus, the originality of the study must be considered through the proposal of the repositioning of Portuguese gastronomy and the preference for national products and dishes.

Keywords: *Branding; Marketing; Petisco; Delphi Method; Portuguese Gastronomy*.

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Border tourism in the Eurocity of Guadiana: analysis of the current situation and strategic lines of action

El turismo fronterizo en la Eurociudad del Guadiana: análisis de la situación actual y líneas estratégicas de actuación

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Abstract

Purpose: This paper aims to analyze the development of border tourism in the Eurocity of Guadiana, as a preliminary step to implement a common strategy for tourism development in the Eurocity. This strategy should enhance border tourism and places this territory in the center of the Andalusia/Algarve region, thus reversing the current peripheral situation.

The Eurocity of Guadiana is a European Grouping of Territorial Cooperation (EGTC) whose members are the Spanish municipality of Ayamonte and the Portuguese municipalities of Vila Real de Santo António (VRSA) and Castro Marim, constituted on 9 May 2013, being the southernmost Eurocity of the Iberian Peninsula.

Methodology: We have adopted strategic planning as the reference framework for the management of the resources available in the territory of a tourist destination (Valls and Neves, 2014). Thus, we have followed four stages (analysis, diagnosis, value proposition and definition of strategic objectives), based on the participation and communication of the different agents involved, as cross-cutting axes of the planning process.

The first phase aims to obtain a vision of the general and tourist context of the Eurocity of the Guadiana, showing the current situation of the city as a unified tourist destination. We develop a double analysis, starting with the external elements and

concluding with the internal scope, according to the methodology of strategic management.

Therefore, we have consulted different secondary documentary and statistical sources, including the different tourism plans and studies that have been carried out in recent years in the different municipalities that make up the Eurocity, such as the PDM of VRSA and Castro Marim, Guia_Viver, Sentir e Descobrir VRSA, Plan de Calidad Turística de Ayamonte, Plan Estratégico de Marketing Digital de Ayamonte. Likewise, we have analysed those at a higher level, such as Estratégia Turismo 2027 - Portugal, General Plan for Sustainable Tourism of Andalusia META 2027, Strategic Tourism Marketing Plan of the Algarve 2015-2018, Revisão 2017, Strategic Action Plan for the development of cross-border tourism between Spain and Portugal, Local Development Strategy of Baixo Guadiana, among others.

In addition, we have used the approach of the potential client who wishes to contract a specific tourist service for the characterisation of existing tourist products. We have also compared the results with the official registers provided by the competent public administrations in the Eurocity.

Two focus groups were also used in this phase in order to identify the main problems, dysfunctions and barriers to sustainable and competitive tourism development in the Eurocity, as well as to envision lines of action in terms of planning, production and promotion/communication, taking into account the tourism value chain.

In the diagnostic stage, we have used three different methodologies, which synthesises the current situation of tourism in the Eurocity and proposes the target tourism positioning:

1. Matrix of market attractions-competitive positioning.
2. SWOT matrix, divided into four fundamental areas ("governance, agents and infrastructures", "tourism resources, supply and products", "tourism demand and markets" and "promotion and marketing".
3. Logical Framework Approach (LFA), building a Solution/Problem Tree (LFA).

Results: From the results obtained with the strategic diagnosis and the definition of the desired positioning of the destination, we conclude that there are 9 fundamental strategic axes to articulate the tourism offer and to achieve the desired tourism development of the Euroguadiana destination.

- E1. Tourism Governance.
- E2. Tourism Product Development and Management.
- E3. Tourism Infrastructure and Accessibility.
- E4. Technological Development.
- E5. Human Resources Training and Innovation.
- E6. Employability and Entrepreneurship.
- E7. Tourism Quality.
- E8. Marketing and Promotion Strategies.
- E9. Sustainability Management.

Originality: This work lays the foundations for the drafting of the Strategic Tourism Plan for the Eurocity of Guadiana, with a five-year time horizon (2023-2027), in order to structure the existing tourism offer on the basis of an optimal use of the Eurocity's resources. This plan will also define tourism projects with development potential and economic value, through the creation of new tourism products, which will contribute to the development of border tourism in the Euroregion and to its economic and social development.

Keywords: *Border Tourism; Strategic Planning; Development; Eurocity of Guadiana.*

Resumén

Objetivo: El presente trabajo pretende realizar un análisis de situación en torno al desarrollo del turismo fronterizo en la Eurociudad del Guadiana, como paso previo para implementar una estrategia común de desarrollo turístico de la Eurociudad, que potencie el turismo de frontera y sitúe a este territorio en el centro de la región Andalucía/Algarve, revirtiendo de esa manera la situación periférica actual.

La Eurociudad del Guadiana es una Agrupación Europea de Cooperación Territorial (AECT) integrada por el municipio español de Ayamonte y los municipios portugueses de Vila Real de Santo António (VRSA) y Castro Marim, constituida el 9 de mayo de 2013, siendo la Eurociudad más meridional de la Península Ibérica.

Metodología: Considerando que la planificación estratégica es el marco de referencia para gestionar los recursos disponibles en el territorio de un destino turístico (Valls y Neves, 2014), hemos seguido cuatro etapas de trabajo (análisis, diagnóstico, propuesta de valor y definición de objetivos estratégicos), sustentadas en la participación y comunicación de los diferentes agentes implicados, como ejes transversales del proceso de planificación.

En la primera etapa se pretende obtener una visión del contexto general y turístico de la Eurociudad del Guadiana, que nos muestre la situación actual de la misma como destino turístico unificado. Para ello, se ha realizado un análisis doble, partiendo de los elementos de carácter externo para concluir con el ámbito interno, de acuerdo a la metodología propia de la gestión estratégica.

Para todo esto, se han consultado diferentes fuentes secundarias de tipo documental y estadístico, entre ellos los diferentes planes y estudios turísticos que se han llevado a cabo en los últimos años en los distintos municipios que conforman la Eurociudad así como los de niveles superiores, entre ellos el PDM de VRSA y Castro Marim, Guia_Viver, Sentir e Descobrir VRSA, Plan de Calidad Turística de Ayamonte, Plan Estratégico de Marketing Digital de Ayamonte, Estratégia Turismo 2027 – Portugal, Plan General del Turismo Sostenible de Andalucía META 2027, Plano de Marketing Estratégico para o Turismo do Algarve 2015-2018, Revisão 2017, Plano estratégico de ação para o desenvolvimento do turismo transfronteiriço Espanha-Portugal, Estratégia de Desenvolvimento Local do Baixo Guadiana, entre otros.

Además, para la caracterización de los productos turísticos existentes, se ha empleado el enfoque del cliente potencial que quiere contratar un servicio turístico concreto, contrastándolo con los registros oficiales facilitados por las administraciones públicas competentes en la Eurociudad.

Durante esta etapa, además, se realizaron dos focus groups para conocer los principales problemas, disfunciones y barreras al desarrollo turístico sostenible y competitivo de la Eurociudad, así como vislumbrar líneas de actuación en términos de planificación, producción y promoción/comunicación, teniendo en cuenta la cadena de valor del turismo.

En la etapa de diagnóstico, que sintetiza la situación actual del turismo en la Eurociudad y plantea el posicionamiento turístico objetivo, se emplearon tres metodologías diferenciadas:

1. Matriz de atractivos de mercado-posición competitiva.
2. Matriz DAFO, dividido en cuatro áreas fundamentales ("gobernanza, agentes e infraestructuras", "recursos, oferta y productos turísticos", "demanda y mercados turísticos" y "promoción y comercialización".
3. Enfoque de Marco Lógico (EML), construyendo un Árbol de soluciones/problemas (EML).

Resultados: De los resultados obtenidos con el diagnóstico estratégico y la definición del posicionamiento deseado del destino, concluimos que existen 9 ejes estratégicos fundamentales para articular la oferta turística y conseguir el deseado desarrollo turístico del destino Euroguadiana:

- E1. Gobernanza Turística.
- E2. Ordenación y Desarrollo de Productos Turísticos.
- E3. Accesibilidad e Infraestructura Turística.
- E4. Desarrollo Tecnológico.
- E5. Formación e Innovación.
- E6. Empleabilidad y Emprendimiento.
- E7. Calidad.
- E8. Promoción y Comercialización.
- E9. Gestión de la Sostenibilidad

Originalidad: El trabajo desarrollado sienta las bases para la elaboración del Plan Estratégico de Turismo de la Eurociudad del Guadiana con un horizonte temporal de cinco años (2023-2027), estructurando la oferta turística existente sobre un óptimo aprovechamiento de los recursos de la Eurociudad, a la vez que se definen proyectos turísticos con potencial de desarrollo y valorización económica, mediante la creación de nuevos productos turísticos. Este plan, contribuirá al desarrollo del turismo de frontera en la eurorregión y al desarrollo económico y social de la misma.

Palabras Clave: *Turismo de Frontera; Planificación estratégica; Desarrollo; Eurociudad del Guadiana.*

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Exploring the link between culture and religion on Saint James Way

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Abstract

Purpose*:* The literature review revealed that culture is commonly acknowledged as a collective phenomenon by many authors (e.g Hofstede et al. (2005), Berry (1997) or Inglehart (1997)). We propose that a decision making, such as selecting which way to walk on a pilgrimage route can be affected both by micro level variables and macro level variables (Neira et al., 2018). We intend to contribute to the literature with the verification if the culture and religious affiliation to which the decision-makers belong determine the alternative chosen from two alternatives in a trade-off context (Yates & de Oliveira, 2016).

Methodology: To reach our mair objective, we employed a multilevel approach, that has some serious advantages over a linear model. This model considers both individual and group level variations, enabling the estimation of both regression coefficients to be computed simultaneously (Duncan et al., 1998), such that we can see to what extent the religion and culture of pilgrims determine their decision-making.

Results: The results show that the personal circumstances of the individuals at the micro-level and the cultural-religious and sociodemographic characteristics at the country level, reduce the variability explained by the multilevel model, showing that the country level variables help to explain the decision-making process.

Originality: Saint James Way, also known as the "Camino de Santiago", is an important pilgrimage route in western Europe for those of the Christian faith. It has attracted people from different parts of the world and from a variety of different cultural backgrounds. This paper will explore the connection between culture and religion along Saint James Way and evaluate the link between culture and religion

on the decision-making of pilgrims on Saint James Way (Portuguese or Not Portuguese Way).

The results of this study are significant, as they highlight the importance of both the macro and micro elements that impact people's decisions to make a pilgrimage and that some of these factors lie beyond the control of the pilgrims. This research sheds light on the complex interplay between religion, socio-demographics factors and how these variables need to be taken into account in order to gain a comprehensive understanding of the phenomenon of religion and pilgrimage. The individuals' personal circumstances and cultural-religious characteristics of the countries where they belong reduced the variability explained by the multilevel model, showing the group level variation is an important predictor in Santiago Way choice. In conclusion, the results are highly indicative of the powerful influence of religious, cultural and other group-level factors on destination choice. This study further highlights the importance of addressing individual and societal factors in empirical research concerning travel and pilgrimage behaviour. Furthermore, theorists and practitioners should take into account the cultural-religious characteristics of one's origin country when considering destination choice decisions. To reach these objectives, we used a database from the Observatory of Saint James Way collected by the Pilgrim Reception Office in 2022.

Keywords: *religion; culture; multilevel analysis.*

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Shaping Regenerative Tourism: Notes for the Eco-Social Transition Driven From Rural Areas

Dando Forma al Turismo Regenerativo: Apuntes para la Transición Ecosocial Impulsada desde el Medio Rural

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Abstract

Purpose: apply to tourism a framework of thought that integrates the newest concepts, such is regeneration, that is proposed to face the global environmental crisis, with other human-environment relationship approaches, as ecofeminism, and food production and exchange, as agroecology.

Methodology: beyond a mere conceptual exercise based on an extensive bibliographical review of an emerging theme, we analyze the possibilities of putting it into practice through its contrast with growing theoretical proposals and with previous experiences of research in rural development.

Results: the result is the proposal of a participatory methodology, oriented to specific areas of work with communities interested in regenerative tourism for the Spanish case.

Originality: both the theoretical analysis carried out and the proposal designed are innovations in their application to the practice of tourism. Publications on regenerative tourism, in the midst of initial growth, focus on relative aspects of the regenerative approach.

Keywords: *regenerative tourism; creative tourism; eco-social transition; ecofeminism; rural development; Spain.*

Resumen

Objetivo: aplicar al turismo un marco de pensamiento que integre los conceptos más novedosos, como es la regeneración, que se propone para hacer frente a la crisis ambiental global, con otros enfoques de relación persona-medio ambiente, como el ecofeminismo, y de producción e intercambio de alimentos, como la agroecología.

Metodología: más allá de un mero ejercicio conceptual fundado en una amplia revisión bibliográfica de una temática incipiente, analizamos las posibilidades de llevarlo a la práctica a través de su contraste con propuestas teóricas en auge y con experiencias previas de investigación en desarrollo rural.

Resultados: el resultado es la propuesta de una metodología participativa, orientada a ámbitos concretos de trabajo con comunidades interesadas en el turismo regenerativo para el caso español.

Originalidad: tanto el análisis teórico efectuado como la propuesta diseñada constituyen innovaciones en su aplicación a la práctica del turismo. Las publicaciones sobre turismo regenerativo, en pleno proceso de crecimiento inicial, se centran en aspectos relativos del abordaje regenerativo.

Palabras Clave: *turismo regenerativo; turismo creativo; transición ecosocial; ecofeminismo; desarrollo rural; España*

1. Introducción

Como se reconoce en su Plan de Recuperación, Transformación y Resiliencia gubernamental (PRTRE, 2021), España es líder mundial en turismo (representando este sector en 2019 el 12,3% del PIB y el 13,7% de la afiliación a la Seguridad Social; segundo puesto mundial en turistas extranjeros recibidos, más de 83 millones y segundo en gasto realizado por turistas). Los valores de estos indicadores económicos suelen contemplarse institucionalmente con optimismo, mientras que la parquedad en el detalle acostumbra a ser la norma en las consideraciones sobre las repercusiones ambientales del turismo. No obstante, la crisis causada por la pandemia de la Covid-19 parece haber sido la piedra de toque que evidenció o hizo reconocer, a ojos de los organismos oficiales, la urgencia de su transformación, entendida de manera integral y holística, para que al mismo tiempo que se moderniza y mejora su competitividad, incorpore las necesarias transformaciones para que sea sostenible, eficiente energéticamente, contribuya a la conformación de modelos de economía verde y circular y sea resiliente, todo ello

a la vez que preserva el patrimonio natural y cultural. De hecho, el primero de los ejes de inversión principal, que incorpora el componente 14 del citado plan, relativo al Plan de modernización y competitividad del sector turístico (PRTRE, 2021), se corresponde con la Transformación del modelo turístico hacia la sostenibilidad. Ahora bien, considerando que la planificación ambiental hasta el momento no ha dado frutos suficientes para frenar los deterioros que están dibujando el cambio global, desde la investigación del medio rural este documento trata de sintetizar una sugerencia metodológica para la investigación social participativa de la transición necesaria en el turismo rural y su posicionamiento como vanguardia de la regeneración.

En este artículo se abordan las premisas teóricas que justifican y avalan la conveniencia del inicio de la activación de la transformación del turismo rural, y la sociedad que lo alberga, a un modelo regenerativo. Sobre esta fundamentación se proponen caminos para la adaptación local a la nueva lógica y su plausible escalabilidad territorial.

2. Revisión de Literatura: los destinos rurales y la sostenibilidad en España

A situación marginal de los espacios rurales en la pujanza turística nacional ha motivado, tanto desde la antropología como desde la geografía, la búsqueda de soluciones para territorios considerados críticos para la soberanía alimentaria y el cuidado de espacios de uso común (Cànoves et al., 2020). Estas autoras advierten de los posibles efectos del turismo interior: "con el paso del tiempo, turismo y turistas provocan un efecto que, dependiendo de su gestión, puede ser depredador, o bien multiplicador y dinamizador de estos espacios, generando actividades complementarias y nuevos puestos de trabajo, tanto directos como indirectos" y abogan por una dinamización de los recursos territoriales, bajo una visión local y a pequeña escala, con vistas a mantener sus cualidades y calidades.

En esta tesitura, los destinos rurales precisan de procesos de diagnosis y prospección en los que asentar una planificación y dinamización acorde con sus potencialidades y fortalezas. No obstante, en el medio rural español se han venido produciendo, durante décadas, inversiones encaminadas a la creación de

capacidad de alojamiento turístico en dicho medio que, cómo explican Somoza Medina y Somoza Medina (2020), padecen, en muchas ocasiones, de una sobredimensión desmesurada sobre la demanda experimentada que les hace económicamente inviables en lo que a su aprovechamiento empresarial se refiere.

Por otra parte, la revisión crítica de enfoques y de prácticas teóricamente sostenibles ha puesto en evidencia que no solo no se ha puesto freno al crecimiento económico continuo, a la devastación del medio ambiente ni a las desigualdades sociales, sino que, incluso, la misma agenda de la sostenibilidad ha sido absorbida por los intereses del mercado.

Así, Del Río constata que "la conceptualización de sostenibilidad que se desprende de los principales acuerdos e iniciativas internacionales para el desarrollo sostenible encaja con una mirada de sostenibilidad débil de tendencia liberal" (Del Río Tortosa, 2021, p. 1), que no está contribuyendo en la práctica a revertir los problemas. El Programa de Naciones Unidas para el Desarrollo (PNUD), en su informe de 2019 Evaluation for Agenda 2030: Providing Evidence on Progress Sustainability, reconoce la dificultad de los países, en su aplicación de la Agenda 2030, para integrar las dimensiones sociales y medioambientales, manteniendo el crecimiento económico como elemento central. Podemos afirmar la incapacidad global del sistema actual de integrar dichos elementos de manera satisfactoria en términos de protección ambiental y bienestar social.

Como respuesta, han surgido propuestas alternativas fundamentadas en conceptos como responsabilidad, cuidado, participación, regeneración o anclaje territorial y sociocultural. Entre ellas, y para diferentes ámbitos que más adelante relacionaremos a través de su nexo territorial rural, interesa destacar aquí el ecofeminismo, la agroecología y la regeneración. Seleccionadas por su proximidad conceptual y su complementariedad filosófica y pragmática y sin pretender minusvalorar otras alternativas.

El ecofeminismo plantea revisitar el concepto de naturaleza y la posición de las ciencias en su relación con el medio para romper con las lógicas de explotación y abrir caminos a la sostenibilidad (Klier and Núñez, 2019).

En su vertiente de análisis económico, el ecofeminismo considera que "la producción tiene que ser una categoría ligada al mantenimiento de la vida y al bienestar de las personas (Pérez Orozco, 2007), es decir, lo producido, debe ser algo que permita satisfacer necesidades humanas con criterios de equidad. Hoy, se consideran como producciones la obtención de artefactos o servicios que son socialmente indeseables desde el punto de vista de las necesidades y del deterioro ecológico. (…) Distinguir entre las producciones socialmente necesarias y las socialmente indeseables es imprescindible y los indicadores monetarios al uso (como el Producto Interior Bruto) no permiten discriminar entre ambas." (Herrero, 2015)

Desde los poderes públicos se insta a la reinclusión de la persona en el sistema natural (ej: intervención de Ana Muñoz Llabrés, Subdirectora General de Desarrollo y Sostenibilidad Turística, Ministerio de Industria, Comercio y Turismo, en la Celebración del 30 Aniversario de la Red Natura 2000, Ministerio para la Transición Ecológica y el Reto Demográfico, 30 de mayo de 2022), pero continúa capitalizándose la naturaleza en términos monetarios y buscando el crecimiento y el incremento del consumo. Este cambio de óptica, en línea con las pretensiones ecofeministas, resulta coincidente con las líneas filosóficas que sostienen la agroecología y la regeneración.

La agroecología retoma el papel de la producción de alimentos como base de las sociedades humanas y trata de reconfigurarla desde una visión sistémica en la que el patrimonio cultural inmaterial tiene mucho que aportar. Este sustrato asentado en los modos de producción y consumo de alimento, y en la importancia que se les concede, es también así considerado en el análisis y la difusión del turismo regenerativo (Boluk y Panse, 2022; Hussain y Fusté-Forné, 2022; Pollock et al., 2021)

En la actualidad, los sistemas de producción y suministro de alimentos se han complejizado enormemente, haciéndolos muy dependientes del empleo de energías fósiles, a la vez que se han ido convirtiendo en sistemas globales. Si la agricultura para la alimentación humana tuvo hasta mediados del siglo XIX mayoritariamente una plasmación local o regional, en la actualidad, las cadenas de

producción y comercialización de alimentos vinculan espacios y sociedades muy alejados entre sí. Los alimentos viajan miles de kilómetros desde los lugares de producción a los de consumo, emitiendo gases de efecto invernadero. Pero incluso antes de llegar a nuestra mesa, los alimentos que consumimos han generado dichos gases en la fase de producción, almacenamiento y elaboración. La agricultura es hoy uno de los sectores económicos de mayor impacto ambiental y previsiblemente la demanda creciente de alimentos agravará la situación (FAO, 2016).

Por otra parte, en la base de toda cultura se encuentran la producción y elaboración de alimentos (los paisajes agrarios que dan lugar a las gastronomías locales, adaptados y resilientes en su ámbito natural, climático, biótico y edáfico; diversos, nutricios física y emocionalmente, que generan y llevan asociados, ritmos, fiestas, música, recetas y relaciones, patrimonio cultural y natural, material e inmaterial) y su elaboración (ligada tradicionalmente a la mujer según la lógica patriarcal que modela nuestra sociedad)

Recuperar y revitalizar esta cultura forma parte de los enfoques agroecológicos, entendidos como la vía para alcanzar sistemas alimentarios sostenibles, reconociéndose en ellos la necesidad de la participación de la ciencia, de la actividad económica y del movimiento social, en coherencia con las teorías ecofeministas (FAO, 2019, Ramírez-García et al., 2016).

La agroecología se puede definir como la reconstrucción del equilibrio en el sistema ecológico roto por la revolución verde y la modernización agraria, así como de los vínculos sociales y comunitarios perdidos (Sevilla y Soler, 2009). Es reconocida como estrategia de conservación, de gobernanza adaptativa y resiliencia socioambiental al vincular a productores y consumidores (circuitos cortos agroalimentarios) y generar relaciones de compromiso en torno a los valores del desarrollo sostenible.

La agroecología aboga por una nueva forma de producir en la que los cultivos se contemplan como agroecosistemas cuya gestión debe velar por el mantenimiento de los flujos de materia y energía que definen la funcionalidad de un ecosistema. Al mismo tiempo, los parámetros que reconoceríamos como positivos en un

ecosistema pasan a tener el mismo significado en un agroecosistema: el aumento de la biodiversidad es visto como una mejora y para ello son precisos la formación de suelos, la eliminación de sustancias que puedan ser contaminantes y la integración de fauna (doméstica y salvaje) en los ciclos. De esta forma, la producción agroecológica debe tener en cuenta:

- La capacidad de carga del hábitat
- La adaptación del agroecosistema a las características ambientales de los ecosistemas naturales circundantes
- Las características de las prácticas agrícolas locales
- La conservación de los recursos renovables
- El mantenimiento de niveles de producción altos y diversificados

Todo ello la convierte en una perspectiva de producción no sólo compatible con la protección de espacios, sino favorecedora de la misma. Más aún, al considerar su componente socioeconómico y cultural busca soluciones para la remodelación de los modos de vida rurales actuales ligados a la agricultura intensiva e industrializada, desprovista de significados, escasamente rentable e insostenible. Estos lineamientos agroecológicos coinciden con los principios de otras agriculturas alternativas, como la permacultura o la agricultura regenerativa, que encajarían igualmente en el esquema analítico y propositivo presentado.

En Mang y Haggar (2016) se condensan algunas de las claves de lo que, hasta el momento, diferentes disciplinas apuntan como prácticas o enfoques necesarios para la regeneración. Bajo el planteamiento de que "el gran trabajo de nuestra generación es crear una economía post-fósil y post-consumo que sea regenerativa, justa, sostenible, resiliente, convivencial y democrática", estos autores consideran que la acción regenerativa se debe construir desde iniciativa local que desde sus capacidades y visión reconsidere el papel de la naturaleza en una economía política sostenible, regenerando potencialidades y capacidades. Su listado, no exhaustivo, de elementos a considerar, retoma, claro, los tópicos más frecuentes de la sostenibilidad: energías renovables; reciclaje, reutilización y recuperación (economía circular), alimentos, vivienda, agua limpia, educación o artes, todo ello con anclaje en el territorio y la biorregión.

En el caso del turismo, hay evidencias científicas que muestran su alto protagonismo como responsable del Cambio Global (Díaz y Leal, 2018). La necesaria movilidad que implica dicha actividad genera un enorme impacto ambiental, al que hay que sumar los generados en los lugares de destino. El turista demanda, en los lugares que visita, el acceso a los bienes y servicios de los que generalmente disfruta en su lugar de residencia. Los datos proporcionados por la OMT (2011) apuntaban que el 80% de las emisiones eran ocasionadas por el transporte (en su mayor parte, aéreo), mientras que el 20% restantes corresponden al alojamiento y el resto de las actividades turísticas.

Sin embargo, investigaciones recientes responsabilizan al turismo de la emisión de una décima parte de las emisiones mundiales de CO_2 (4,5 Gigatoneladas), de las que un 50% corresponden al transporte, un 17% a la comida y un 12% a las compras (Integrated Sustainability Analysis, 2018), y la previsión es que el sector turístico siga creciendo un 3,3% cada año al ritmo actual, haciendo que la demanda de vuelos se- duplique para 2050. En esta progresión, si bien la pandemia ha introducido dos puntos anómalos en las gráficas de crecimiento de la actividad para los años 2020 y 2021, las cifras actuales para 2022 y 2023 parecen anunciar una situación post-pandemia en la que se recupera la tendencia previa (García Esteban et al., 2023; UNWTO, 2023)

Estas cifras se asocian al modelo turístico dominante de desplazamientos a grandes distancias, estancias cortas y la consideración del turismo como un tiempo en que el despilfarro permite aumentar las sensaciones positivas (recompensas) buscadas en el viaje. A partir de la pandemia de la Covid-19, que impuso una limitación a la movilidad, muchos turistas han demandado servicios turísticos de proximidad y, en gran medida, relacionados con tipologías de turismo sostenible. Aunque es necesario cubrir el vacío de conocimiento del subsector, realizando estudios específicos de la oferta y demanda de turismo responsable, los datos disponibles apuntan a la oportunidad de "apostar por una sostenibilidad en los destinos y una responsabilidad de los turistas dirigida hacia un desarrollo turístico patrimonialmente sostenible, socioculturalmente equitativo y económicamente rentable" (Díaz y Leal, 2018). Entre las fuentes científicas y de divulgación disponibles destacan las realizadas por organismos e instituciones como la

Organización Mundial del Turismo, Europarc, el Centre for Responsible Travel o el World Travel and Tourism.

3. Metodología

Este texto se presenta como un documento teórico para el diseño de una práctica de investigación e intervención socioecológica, fundado en la revisión y análisis crítico de diferentes propuestas alternativas de pensamiento y resistencia frente a las causas desencadenantes de la crisis global.

4. Resultados: el turismo regenerativo parece la mejor opción actual

Siguiendo esta línea argumental, parece conveniente plantearse en el momento actual la conveniencia, las posibilidades y los mecanismos precisos para una transformación del turismo que, utilizando los pobres rudimentos de sostenibilidad aún activados como peldaño de impulso, se articule según las premisas del emergente paradigma regenerativo.

La respuesta regenerativa, en relación con el turismo, profundiza para su justificación en las afecciones ambientales de esta actividad económica, cada vez más estudiadas y crecientemente visibilizadas. Recientes investigaciones evidencian como el turismo nacional e internacional ha tenido un impacto constatado en el cambio climático en las últimas décadas por su dependencia del transporte (Gossling y Higham, 2021; Hussain et al., 2021, Dessens et al., 2014; Scott et al., 2012; Zivoder et al., 2015).

La interrupción de la movilidad turística por la pandemia (COVID-19) ha traído reforzado el paradigma de turismo regenerativo experiencial, en la que el turista toma un papel activo y consciente en la forma en la que ejerce el turismo (Cheer, 2020), convirtiéndose en agente de cambio (Ateljevic, 2020). Aunque parece que la "gripalización" del virus ha hecho regresar a los modos tradicionales de comportamiento turístico, la experiencia del impacto de COVID-19 ha abierto un espacio para el reajuste del modelo del turismo de impacto (Benjamin et al., 2020; Higgins-Desbiolles, 2020), incorporando el enfoque holístico que implica el turismo regenerativo.

Una transformación perdurable del sistema turístico necesita de la implicación activa de los diferentes actores interesados, trabajando de manera sinérgica en la búsqueda del bienestar medioambiental, social, cultural y económico, anclado en una gobernanza participativa y democrática (Rivas, 2016). En este modelo entran también en juego diseños participativos y comunitarios de experiencias para los visitantes, haciendo a la gente local parte activa de lo que quiere para sí misma en términos de ocupación y de lo que quiere para los visitantes, en términos de valoración de los recursos patrimoniales de las comunidades locales (Rivas, 2016).

La pandemia del COVID-19 asimismo puso en evidencia la enorme dependencia del sistema turístico de los turistas internacionales y urbanos, mostrando la necesidad de buscar sistemas turísticos más resilientes, basados en economía regenerativa, apoyados en los tres aspectos definidos por Fountain (2021): equidad, sostenibilidad y bienestar.

En respuesta, los llamamientos de un cambio de paradigma fundamental se han hecho más fuertes. Una de las propuestas de cambio es el turismo regenerativo, que pertenece a un largo linaje de enfoques de desarrollo que articula la ciencia occidental con las perspectivas, sistemas de conocimiento y prácticas indígenas.

Algunos ejemplos de turismo regenerativo que están demostrando el potencial de la participación de organismos gubernamentales, autoridades territoriales, comunidades étnicas (tribus y subtribus), empresas y organizaciones turísticas se están desarrollando en Nueva Zelanda (Waby, 2021). La enorme dependencia de este país del turismo internacional supuso un devastador impacto por la pandemia (RNZ, 2021) cuando el gobierno neozelandés cerró las fronteras en marzo de 2020. Era evidente que, para hacer resiliente al turismo, había que poner el foco en el turista nacional y había que cambiar el modelo tradicional por uno centrado en el cuidado del entorno y de las personas, que implicase la vivencia de la experiencia única comprometida con la comunidad (New Zealand Government, 2021). Desde entonces, diversos organismos públicos y privados neozelandeses están centrados en llevar a cabo investigaciones en torno a los significados intangibles y tangibles de esta nueva forma de turismo, diseñando iniciativas de turismo regenerativo como el "Project Regenerative Tourism" del Sustainability and Resilience Institute (SRI).

New Zealand Awaits, y The Seventh Generation Tours promueven la investigación y la experiencia del turismo regenerativo para que los visitantes se comprometan con el debate del turismo regenerativo. El resultado del "Proyecto Turismo Regenerativo" ha dado lugar a una propuesta concreta, denominada "Modelo de Turismo Regenerativo". Es un modelo holístico que incorpora todos los elementos del sistema socio-ecológico en un marco abierto a integrar la incertidumbre, que obliga a una respuesta flexible de los actores, autoorganizándose como forma de enfrentarse a perturbaciones y tendencias emergentes. El modelo incorpora indicadores para medir lo regenerativo y sostenible de los productos o servicios turísticos. Pero también se incorporan los valores culturales de las comunidades locales en las experiencias de viaje. La empresa Seventh Generation Tours promueve los principios de Turangawaewae: saber quién eres, dónde perteneces; Kaitiakitanga: proteger lo que amas; y Manaakitanga: compartir historias que mejoran, para que te vaya mejor. El recorrido "comparte historias que regeneran, no sólo al oyente, sino al narrador, a la comunidad y al lugar del que proceden. Compartir historias orales importantes las mantiene vivas y las transmite" (Fusté-Torné y Hussain, 2022)

El modelo del turismo regenerativo neozelandés sigue los principios de "Tiaki Promise", donde Tiaki significa cuidar de las personas y los lugares y anima a cada individuo a "actuar como un guardián, protegiendo y preservando nuestro hogar" (Tourism New Zealand, 2021). Tanto el mundo académico como la industria demuestran que existe una fuerte necesidad de pasar de un sistema de turismo extractivo a un sistema de turismo regenerativo "basado en el conocimiento indígena y en la teoría de los sistemas vivos" (Major y Clarke, 2022, p. 194), en el que "los pueblos, las culturas, la sabiduría y los valores indígenas desempeñan un papel importante en la definición de un camino regenerativo para el turismo", como ha observado Sheldon (2022, p. 6) para el caso del turismo en Hawái.

Para establecer el nexo con la agroecología es preciso tener en cuenta que el turismo rural habitualmente está ligado a experiencias gastronómicas. Por la labor promocional que se genera a partir de ellas, se considera la conveniencia de ampliar la promoción sensorial a promoción cultural y paisajística, a través del conocimiento y la degustación de los productos fruto de los modos de producción y

relación agroecológica, canalizándose así interacciones de gran proyección para el desarrollo territorial rural en su vertiente más sostenible.

Por otra parte, el increíble crecimiento de la actividad turística abre una ventana de posibilidades en el medio rural, dónde la existencia de un patrimonio territorial, en este caso agroalimentario, es uno de los factores clave para la conformación de destinos turísticos locales (Pillet Capdepón, 2012).

Ligado al citado crecimiento, se producen modificaciones en el perfil de la demanda. El incremento de la demanda urbana de actividades turísticas basadas en la experiencia lleva aparejado el aumento de las visitas a recursos turísticos en espacios rurales, especialmente aquellos que poseen valores ligados al patrimonio inmaterial gastronómico. La capacidad de transformación atribuida al turismo experiencial (Pine and Gilmore, 1998, Thomé Ortiz, 2015) se postula aquí como potencialidad para un cambio de la mentalidad urbana que propicie la adquisición de nuevos hábitos de consumo, en general, y en particular en lo que atañe a la transición hacia sistemas productivos agroalimentarios agroecológicos en interrelación con un consumo consciente de la importancia de éstos en su salud y en la salud planetaria. La articulación de actores locales puede conducir a la formación de territorios en los que se engarcen la producción y transformación de alimentos y su aprovechamiento turístico, en torno a sus valores patrimoniales agroalimentarios (Freitas Caetano y Ramírez García, 2017), en parte rescatados por las prácticas agroecológicas.

La experiencia turística relacionada con la vida cotidiana de los lugares visitados (producción de alimentos y gastronomía) podría basarse en actividades de cocreación o "prosumo" (producción+consumo) que retroalimenten los enfoques a priori del turista (Ramírez-García et al. 2023).

4.1. Discusión: una propuesta de línea de investigación para el turismo regenerativo en el ámbito rural español

Asumiendo los planteamientos del innovador paradigma regenerativo y añadiéndole la óptica del ecofeminismo, nuestra propuesta de estudio utiliza la investigación-acción participativa para deconstruir la concepción de lo que podemos denominar tourism as usual y avanzar hacia una formulación de nuevas

propuestas turísticas. En este proceso, el análisis constructivista de las especificidades locales es la herramienta para identificar y diseñar, con la población de territorios concretos, respuestas concretas para la transición ecosocial regenerativa que integre el turismo en un sistema ecosocial en el que la responsabilidad humana del cuidado sea plenamente asumida.

La lógica de este enfoque holístico es la rehabilitación regenerativa (regeneración) de células territoriales cuya escalabilidad se logre a través de la integración sistémica funcional de composición heterogénea y coordinación asentada en la cooperación, el cuidado y la permeabilidad de una sociedad humana reintegrada en el funcionamiento y los ciclos naturales.

En esta estructura, los elementos del subsistema turístico regenerativo, inserto en un sistema ecosocial regenerativo, juegan papeles de crucial importancia: educación y cuidados en manos de la sociedad local, planificación y seguimiento a cargo de las instituciones públicas, responsabilidad social empresarial y cooperación activa del turista-visitante.

Con esta perspectiva se identifican algunas necesidades prioritarias para una transición ecosocial en los espacios rurales capaz de utilizar el turismo como agente dinamizador y difusor de sus capacidades regenerativas:

- Orientar las actuaciones en planificación y dinamización turística requiere de estudios pluridisciplinares que incidan en el conocimiento de las realidades locales, en aspectos concretos, que van mucho más allá de los big data, y que integren la visión de los pobladores de los territorios en los que se pretenda actuar. Para ello hay que acumular datos de detalle, que ajusten el diagnóstico económico y social del turismo sin sobredimensionarlo en busca de fines ajenos a los espacios rurales de interior, catálogos de opciones adaptadas a las expectativas y capacidades locales y una apreciación del turismo como actividad económica del mismo calado e importancia que el resto de las concurrentes en los territorios, en la que no debe propiciarse la acumulación de riqueza monetaria en grandes inversores.
- Poner a punto herramientas para el conocimiento de detalle de territorios locales con criterios participativos, tanto en diagnosis como en prognosis,

tratando, además, de dinamizar procesos que conduzcan hacia la conformación de Sistemas Locales de Innovación Turística tomando como hilo conductor el patrimonio cultural inmaterial, con especial incidencia en el agroalimentario.

- Entender como indisoluble del cambio turístico el cambio agroalimentario. En este sentido, la promoción de un cambio de sistema alimentario puede comenzar con la catalogación de las prácticas agroalimentarias de base ecológica que han conformado la cultura alimentaria de los territorios, así como de las empresas que continúan desarrollando una actividad económica vinculada a estas culturas, manteniendo proceso socioecológicos de sostenibilidad fuerte y promocionando estos valores. Este conocimiento se considera como punto de partida para la propuesta de experiencias turísticas entretejidas con el uso sostenible de los espacios rurales y que integren entre sus objetivos la conservación y divulgación de los valores naturales del espacio y la transformación de la mentalidad y los hábitos de las poblaciones urbanas visitantes a través de la experiencia adquirida.

- Por supuesto, todo ello acompañado de la necesaria innovación tecnológica que facilite el funcionamiento sistémico regenerado a través del conocimiento de los ciclos naturales y de los contratos sociales locales.

5. Conclusiones

Este trabajo busca ir más allá de la tendencia de modernizar los marcos de pensamiento por medio de la mera sustitución de conceptos que, por un uso excesivo, han perdido sentido, por unos nuevos sin tener en cuenta consideraciones de tipo metodológico o de aplicación práctica. Es cierto que, a veces, los conceptos anteceden a las prácticas, pero en este caso nos proponemos desde el principio, siguiendo a Kabeer (1998), cubrir la brecha entre discurso y práctica, acompasando "los modos de pensar y los modos de hacer". Los conceptos de los que hablamos son "sostenibilidad" y "regeneración" respectivamente. La sostenibilidad parece haber perdido fuelle, quizá en parte por la constatación de que no estamos consiguiendo ser sostenibles. La regeneración puede convertirse en la nueva tierra prometida, en la que pongamos todas las esperanzas de futuro.

Pero debemos evitar que se convierta en una fuzzy word más que, inevitablemente, sea sustituida por otra idea nueva dentro de unas décadas sin haber logrado sus objetivos. Precisamente marcos conceptuales y de práctica existentes como son el ecofeminismo y la agroecología pueden contribuir a que las propuestas regenerativas sean un éxito.

Siguiendo a Eagleton, los discursos poseen componentes ideológicos puesto que "contribuyen a legitimar los intereses de un grupo o clase dominante" (1995: 54). En el caso que nos interesa, la adopción y puesta en marcha de iniciativas de turismo regenerativo, proponemos comenzar con procesos participativos locales, puesto que la regeneración se sitúa en la escala de la localidad y sus particularidades socio-ecológicas y culturales, que estén orientados a encontrar significados compartidos. En la medida que las personas, comunidades e instituciones involucradas con el turismo regenerativo compartan los significados subyacentes del modo de entender los procesos ecosociales y las relaciones persona-entorno insertos en el ecofeminismo y la agroecología, se entenderá el porqué de determinadas prácticas en la producción e intercambio de alimentos, es decir, en la medida en que hablen ese mismo idioma, se complementarán y cooperarán. Esta combinación de pensar-hacer el turismo regenerativo de base ecofeminista y agroecológica ya está dando frutos positivos en experiencias locales que tienen en común una revalorización del conocimiento vernáculo de comunidades locales y tribales por actores externos, como son las experiencias neozelandesas. Esta posibilidad de vernaculización del planteamiento regenerativo, lejos de ser un obstáculo para el desarrollo del modelo, permite la movilización de capacidades de los actores locales, que son quienes conocen bien sus contextos de vida, y la apropiación de proyectos de desarrollo regenerativo local, en el que el turismo sea una manera de reconectar a la gente con su patrimonio cultural, surgido de su relación con la naturaleza con la que hasta un determinado momento funcionaron como sistema.

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Perspectives of PwVI on Co-Creation of Museum Experiences: Factors Influencing Participation and Inclusion

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Abstract

Purpose: In recent years, museums have undergone significant transformations, embracing various forms of interaction and fostering highly co-creative experiences. As society rapidly evolves, there is a growing awareness that museums should be public, inclusive, and participatory institutions. Museums actively encourage visitors from diverse backgrounds to participate, interact, and engage with exhibitions, offering enriched knowledge and creating memorable experiences. However, despite these positive developments, many museums still encounter challenges in providing accessible experiences, particularly for individuals with disabilities. The lack of accessibility can greatly impact visitor satisfaction and their desire to engage with museums.

Furthermore, despite the substantial global population of individuals with visual impairments (PwVI), there is a scarcity of research identifying the factors that influence the co-creation experiences of disabled individuals in museums. This paper aims to bridge this gap by asking PwVI to identify the factors that either facilitate or constrain the co-creation of their experiences in museums. Understanding these factors will enable museums to take proactive steps towards creating more inclusive and engaging experiences for all visitors, irrespective of their disabilities.

Methodology: The present study employed focus groups as the primary research method. The decision to utilize qualitative approaches, specifically focus groups, was based on the limited research available concerning the topic, particularly in relation to individuals with visual impairments (PwVI). By engaging in qualitative methods, we aimed to encourage the sharing of experiences among participants, thus supporting an exploratory approach to the study. The data gathered from the focus groups were subsequently analyzed and coded using content analysis

techniques, enabling the identification of the most prevalent themes and sub-themes.

The study was conducted in Portugal and targeted individuals with visual impairments (PwVI) who had varying levels of visual acuity, including those with low vision or blindness, and who had visited museums. A combination of convenience and snowball sampling approaches was employed to recruit participants. Initially, three participants were approached based on the researcher's personal knowledge, followed by eight participants who were recruited through snowball sampling. Additionally, six individuals were invited to participate through collaborations with a higher education institute and an organization for PwVI known as Iris Inclusive Association of the Blind and Partially Sighted (IRIS) [Iris Inclusiva Associação de Cegos e Ambliopes (IRIS)]. In total, 17 individuals of different ages agreed to take part in the study.

Considering the study took place between May and July 2020, during the COVID-19 pandemic, organizing traditional in-person focus groups with PwVI posed significant challenges. Therefore, the decision was made to conduct the focus groups remotely via Zoom. Each focus group session lasted approximately one hour and was moderated by the author of this thesis. At the beginning of each session, all participants provided their consent to have the focus group discussion recorded.

Results: The present study successfully identified a wide range of factors that either promote or hinder co-creation in museums by individuals with visual impairments (PwVI). These factors, referred to as antecedents, encompass various aspects that can facilitate or constrain the co-creation process. They include individual characteristics of the museum visitors, such as their specific disability levels, as well as factors related to the museum visit itself, such as the presence of accompanying individuals. Additionally, factors associated with the physical, communicational, and attitudinal environments of museums were also found to play a significant role.

Furthermore, this research shed light on how individual antecedents can either assist or impede the co-creation process. The study suggests that prior experiences and the composition of the visiting group are influential in co-creation. For instance, the involvement of family members, museum staff, and educational institutions emerged as crucial factors in both the decision to visit museums and the overall success of the visit. Moreover, the study revealed that individuals who have been visiting museums from a young age tend to visit more frequently and have more positive experiences, thereby minimizing the constraints they may encounter. Conversely, it is important to acknowledge that differences exist in the visiting habits between those who were born blind and those who became visually impaired later in life. Individuals who were born blind generally feel less confident in visiting museums and engaging in co-creative experiences.

Additionally, this research provides valuable insights into the impact of museum features, including physical, communicational, and attitudinal factors, on the co-creation of museum experiences for PwVI. The study suggests that communicational and attitudinal factors have the most negative influence when not adequately addressed by museums. In this context, the study emphasizes the lack of training among museum staff regarding PwVI, as noted in the literature, and

highlights its potential negative impacts. Moreover, the kindness and sensitivity exhibited by museum staff were identified as crucial aspects in promoting deeper exploration of museums by PwVI, thereby encouraging greater engagement with activities and exhibits. Regarding communicational factors, the research clearly emphasizes the importance of providing information in multiple formats. Although physical environmental factors were found to have a relatively lesser impact compared to communicational and attitudinal factors in relation to co-creation experiences, certain aspects of the physical environment should not be overlooked.

Overall, this study provides valuable insights into the multitude of factors that influence co-creation in museums by PwVI. By understanding these factors, museums can address specific challenges and create inclusive environments that foster meaningful co-creative experiences for individuals with visual impairments.

Research limitations: The analysis conducted in this study was limited to individuals with visual impairments (PwVI). However, it is essential to expand the scope of the study to include other groups, particularly individuals with cognitive and learning impairments.

The study focused on exploration and employed a qualitative approach through a focus group consisting only PwVI with low vision or blindness. Replicating this qualitative study with PwHI would be valuable in order to comprehend the variations in perceptions and experiences of co-creation between PwVI and PwHI.

Expanding the study to include individuals with cognitive and learning impairments, as well as conducting separate qualitative investigations with PwHI, would enhance the depth of knowledge regarding co-creation experiences across different impairment groups.

Another limitation of this study was the necessity to rely solely on online data collection methods. This limitation presented challenges, particularly in terms of data collection, as technology can pose difficulties for individuals with sensory impairments (PwSI).

Originality: The relevance of this study stems primarily from the existing gaps in the literature regarding the co-creation in museums for people with sensory impairments (PwSI). It is crucial to recognize that PwSI are often excluded from actively participating in the process of solving their own problems. Therefore, this study aimed to address this issue by involving PwSI in co-creation experiences within the museum context.

Furthermore, the significance of this research is amplified by the absence of previous work specifically focusing on the antecedents that contribute to the co-creation of experiences in museums by PwSI, as well as the outcomes resulting from such co-creation.

By addressing these gaps in the literature and investigating the co-creation process for PwSI, this study provides valuable insights and contributes to the broader understanding of inclusive practices in the museum domain.

Keywords: *Museums; PwVI; Co-creation; experiences; antecedents*.

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Residents' Perceptions Towards Cross-border Tourism

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Abstract

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

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

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

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

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

1. Introduction

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

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

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

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

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

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

2. Theoretical background

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

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

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

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

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

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

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

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

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

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

3. Methodology

3.1. Study area

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

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

Figure 1: Study area
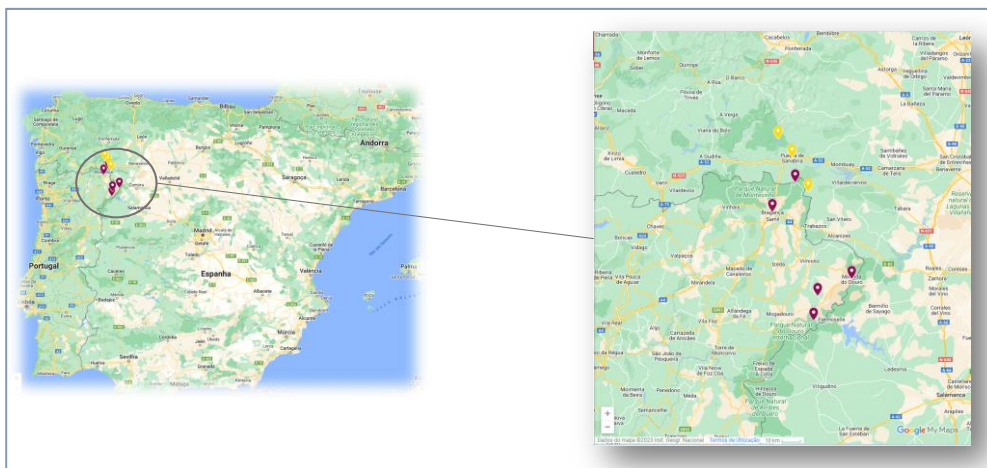
Source: Own Elaboration

3.2. Sampling, data collection and data analysis

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

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

Table I: Local applications of the questionnaires

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

Source: Own Elaboration

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

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

4. Results and discussions

4.1. Sociodemographic sample profile

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

4.2. Impacts perceptions

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

Table II: Means of the impacts

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

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

Impacts	n	$\bar{x}$	s	Cronbach´s Alpha	Overall mean ± s
Environmental impacts				0.630	3.36±0.745
Generates excessive noise*	468	2.68	1.218		
Increase in air and water pollution*	467	**2.67**	1.261		
Provides consciousness for the preservation of natural areas	466	3.55	1.089		
Increase in rubbish*	468	3.14	1.302		
Decreased water supply *	464	2.69	1.253		
Infrastructure and visits to natural areas are improved	465	**3.77**	1.050		

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

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

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

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

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

5. Conclusion

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

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

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

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

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Accessibility on the Pilgrimage: Socio-Demographic Characteristics and Travel Patterns of Pilgrims with Disabilities on the Caminho de Santiago

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Abstract

Purpose: Although inclusion and accessibility are evolving as an important topic in the academic field, studies that relate accessibilities and one of the most important religious routes are still scarce. In this sense it is essential to understand the benefits that come from the active participation of these groups in the religious routes.

The Caminho de Santiago, often known as St. James' Way, is a network of routes that lead to the Cathedral of Santiago de Compostela in Galicia, North-western Spain. The basis of these trials stems from the assumption that the apostle Saint James' relics are buried in this city. In 1985, UNESCO declared the city of Santiago de Compostela a World Heritage site and in 1987, the route was acknowledged as the first European Cultural Route by the Council of Europe. In 1993, UNESCO recognized the Camino's first-class heritage sites, outstanding natural landscapes, and intangible heritage and declared the Routes of Santiago (the French Way and the Routes of Northern Spain) a World Heritage(Council of Europe, 1989).

Today there are about 10 recognized ways: 1. France way; 2. Portuguese way (Central Route); 3. Coastal way; 4. English way; 5. Northern Way; 6. The Primitive

way; 7. Fisterra and Muxía Way; 8. The Silver Way; 9. The Route of the Sea of Arousa and River Ulla; 10. The Winter Way. The French Way is the Jacobean itinerary with the most historical tradition and is the one most recognized internationally and 51.76% of pilgrims on the Camino chose the Camino Frances (2022). The Portuguese Ways has become the second most popular route and the one with the highest rates of growth. In 2023, 34.55% (24.6% in the Portuguese Way and 9.95% in the coastal way) of the total pilgrims choose one of the Portuguese routes.

According to the (World Health Organization & The World Bank, 2011) one of the most marginalized groups are people with disabilities. Many people with disabilities do not have access to tourism activities even if they have the same desires as general public. According to Shakespeare (2018) they have poor-esteem, if society doesn't include and support them.

Disability is a complex and dynamic concept which is a part of the human condition (WHO, 2011). Most lives are affected by disabilities in some way even if someone was not born with an impairment. During life anyone can develop a disease or have an accident that can affect them, temporarily or permanently (Shakespeare, 2018). Depending on the age that the person has when affected by such disabilities, the experiences they go through, and the way they deal with it will be completely different.

People with disabilities include, among others, people who have long term physical, mental, intellectual or sensory impairments ((World Health Organization, 2015).

Considering the notorious gap in literature regarding empirical studies identifying people with accessibilities, this paper aims to study the socio-demographic characteristics and travel patterns of the pilgrims.

Methodology: The dataset was gathered from the questionnaires that pilgrims must fill in to obtain the pilgrim's official accreditation issued by Pilgrim's Office to certify that they have completed the Portuguese Santiago Way. Only pilgrims who traveled one of the ways to Santiago in a wheelchair were considered in this study. The date is from the Diocese of Santiago de Compostela's Way of St. James Observatory in 2022, where 126 completed answers were achieved (Oficina del Peregrino, 2022).

To begin the analysis process, descriptive statistics were employed to understand the socio-demographic characteristics and travel patterns of the pilgrims. In order to find variations based on demographic characteristics, motivations, countries, places of origin, distances, nationalities, months, and further analyses, including the uni-directional variance (ANOVA) tests and The Turkey honestly significant difference test was used as an additional method for cases with significant differences. The explanatory variables are described in Table 1. All the statistical analysis was performed using SPSS**.

Results: According to official statistics, 437.418 pilgrims will walk the Santiago Way in 2022, with 51.76% choosing the France Way, 21.27% the Portuguese Way, and 6.98% the Coastal Way, and 126 pilgrims make one of the ways of Santigo in a wheelchair were considered.

The French route was run by 64 pilgrims (50.8%), 22.2% (28) choose the Portuguese Way, 12.7% (16) the Coastal route, and 14.3% choose one of the other ways. Male respondents were 46.8%, and female respondents were 53.2%. However, the women prefer the French ways (54.7%) and the men choose preferably the Northern Way.

In terms of age, the sample is very homogeneous. The mean age was 46.56 years (SD: 17.6 years). The average age is somewhat lower in the French Ways (18.8%), and the old peregrines (more than 65 years) choose the Northern Way. Those between the ages of 31 and 45 should use the central route, while those between the ages of 46 and 64 should take the coastal route. More than 19 different countries are due one of the official ways. The top five nationalities are Spanish (58.7%), American (15.9%), Italian (6.3%), German (3.2%), and UK (3.2%). According to official data, no Portuguese followed one of the routes in 2022. The data shows that 45.2% indicated that they made the journey strictly for religious and other reasons as well (e.g., tourism), 34.1% for religious motivation, and 20.6% for no religious motivation.

The univariate ANOVA was applied to examine the effect of independent variables on a specific dependent variable with an alpha level of 0.005, and it was found that there were no significant differences among the gender (F (125) =1.016; p=0.315), the age (F (125) = 0.541; p=0.655), country ((F(125)= 1.416 p=0.136). The motivation is significantly different from choosing one of the Santiago routes ((F (125) = 5.92; p =0.003). Religious and other motivations predominate on the French Way and the Central Route, while only religious motivations predominate on the Coastal Route.

Research limitations: This research has several limitations. Firstly, the study was focused on the *Caminho de Santiago*, which means that the findings may not be applicable to other pilgrim routes.

The second limitation is that the list of variables examined may not be exhaustive. There could be additional variables worth exploring, including income, education level, marital status, and the number of days spent on the pilgrimage.

Thirdly, this study did not take into account other disabilities, such as hearing or visual impairments, or individuals without physical disabilities, on pilgrimage travel patterns. As a result, the study's scope is limited in terms of accurately addressing the challenges and opportunities faced by individuals with disabilities who undertake pilgrimage travel.

Originality: The principal academic contribution of this study is its originality in investigating accessibility on the Pilgrimage: Socio-Demographic Characteristics and Travel Route of Pilgrims with Disabilities on the *Caminho de Santiago*. This original article aims to explore the characteristics and travel route of pilgrims with physical disabilities on the *Caminho de Santiago*, providing valuable insights on improving accessibility for pilgrims and supporting broader efforts to enhance accessibility.

By examining the perspectives of pilgrims with disabilities, this study offers unique insights into enhancing accessibility on the pilgrimage. It provides a comprehensive

overview of the potential challenges faced by individuals with physical disabilities and offers suggestions for improving accessibility specifically on the *Caminho de Santiago*. Moreover, the study sheds light on the inclusion of persons with disabilities in society by uncovering the motivations and travel patterns of disabled pilgrims. Overall, this study makes a significant contribution to the literature on the *Caminho de Santiago* pilgrimage by providing an original perspective on the accessibility of persons with disabilities.

Keywords: *Accessibility; Caminho de Santiago.*

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Factors that influence commitment to the adoption of water conservation practices by wine tourism companies in Portugal

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Abstract

Purpose: One of the major environmental problems is the abusive exploitation of water, which consequently leads to its scarcity. Unfortunately, this scenario has been worsening, especially in some countries, such as Portugal. One of the causes of this situation is the overexploitation of this natural resource by economic activities such as agriculture and tourism. Wine tourism, which connects the tourism sector with the wine sector, can both influence and be negatively affected by this situation. The harmful effects of water-abusive wine tourism in the territories are related not only to the activities and services offered to wine tourists but also to the eventually poor ecological awareness and conduct of those responsible for this supply. Pondering those agents' behaviour in a business context is essential since they are the main instigators of environmental change in a company. In light of the challenges of water conservation, this article is mainly concerned with reflecting on the moments of water waste, identifying the conservation practices that have been used to mitigate this problem, as well as with analyzing the motivations, benefits and barriers that condition the behaviour regarding the adoption of these practices.

Methodology: The study is exploratory in nature, given the scarce data on this topic, specifically in the context of wine tourism, semi-structured interviews were held for data collection. With ten interviews, the study's target audience were the owner-managers of wine companies that offer wine tourism experiences in Portugal.

Results: The results suggest that the cellar (mainly associated with the washing of materials used in wine tasting) and the support infrastructure (cleaning and usage) are the places where most water is consumed. Thus, the main water conservation practices are also located in these two areas: the cellar (example: timers and flow reducers) and support infrastructure (example: flow reduction techniques such as half flushes/bottles). The study points out that the financial cost of implementing these practices and the perception that water costs are insignificant in the context of wine tourism are considered relevant barriers. Although economic benefits (cost

reduction) have been mentioned as a driving force for adopting water conservation practices, internal motivations (ethics/attitude/values) have gained prominence.

Research limitations: The data collected are exploratory and limited to a small number of respondents. Another limitation is the reduced geographic scope of the study, limited to the wine regions in the country's north.

Originality: This is a pioneering work on specific water conservation practices in the context of wine tourism in Portugal, while no such study has been found in the literature review. Exploring the potential determinants that can influence entrepreneurs' adoption of these practices also contributes to future social marketing interventions in favour of more sustainable behaviours of these important tourism actors.

Keywords: *water conservation; motivations; barriers; benefits; wine tourism*.

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Session VI – "Tourism Experiences and Marketing"

Chair: António Lopes de Almeida

Integrating Industrial Tourism in Active Industrial Companies: Advantages, Strategies, and Barriers - A Delphi Methodology Approach

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Abstract

Purpose: This article is part of a broader ongoing research project, which aims to find scientifically relevant information on how to incorporate industrial tourism into active industrial businesses whose primary focus is industrial production rather than tourism. Its methodological basis is the Delphi methodology, with the participation of 27 experts from various fields. After applying a first round of questionnaires, it was possible to identify advantages, disadvantages, strategies, and barriers to implementing Industrial Tourism in industrial companies. There is a growing interest in Industrial Tourism in Portugal; however, its applicability in industrial companies still needs to be studied. Being Industrial Tourism, one of the promoters of regional development, is it also important for the strategies of industrial companies in activity? What are the critical points of this relationship? This work also intends to contribute to the identification of the impacts of this product in industrial companies, as well as strategies and barriers to its implementation.

The ongoing research intends to find relevant data on the integration of Industrial Tourism in industrial companies and how this tourism product can be an added value for these companies. The article aims to present the preliminary findings from the application of the panel of experts' first round of questionnaires. It is evident the growing interest in this theme, transversal to several research areas, being adopted, in most cases, a qualitative methodology of case studies (Montenegro et al., (in press)). As a promoter of regional development, industrial tourism has economic,

social and ecological benefits, but also some drawbacks, such as excessive commercialization and loss of authenticity of the sites. This work contributes to identifying the impacts of this product, the development strategies and the barriers to its implementation in industrial enterprises.

Methodology: The Delphi Methodology is a widely used and accepted method for collecting data from respondents within their field of expertise (Hsu & Sandford, 2007), the value of which has been scientifically and practically proven (von der Gracht, 2012). Delphi methodology can be used in theory building. Its results are valuable in the early stage of theory development - helping researchers identify variables of interest and generate propositions, increasing the likelihood that the resulting theory will hold across multiple contexts and settings (Okoli & Pawlowski, 2004).

Delphi methodology aims to achieve convergence of opinion (von der Gracht, 2012; Rowe & Wright, 1999; Hsu & Sandford, 2007) on a specific real-world issue and has been used in various areas, namely, planning, needs assessment, policy design, and resource utilization in order to find a comprehensive range of alternatives, present the underlying assumptions, and correlate judgments on an issue according to a wide variety of disciplines (Hsu & Sandford, 2007).

Consensus building using this method is accomplished by applying a series of questionnaires, using multiple iterations to collect data from a panel on specific topics (Hsu & Sandford, 2007). According to Landeta (2006) the main characteristics of this methodology are:

1) It is a repetitive process. Experts must be consulted at least twice on the same question so that they can reconsider their answer with the help of the information they receive from the other experts.

2) It maintains the anonymity of the participants, allows working with experts in different locations, and avoids the negative influence that could be exerted between the personalities and status of the participating experts.

3) Controlled feedback. The information collected in each round of questions is processed, collated and integrated in the next round, so that the experts have feedback on the overall perspectives and opinions of the panel.

4) Statistical group response. All opinions are part of the final response. The questions are formulated to treat the answers quantitatively and statistically.

After a round of questionnaires has been prepared, and after reviewing the responses from that round, each participant can decide whether to change their previous answer or stay with their initial decision. If the answers differ strongly from the group response, the participants are motivated to argue their perspectives, ensuring that only in-depth statements are given (von der Gracht, 2012). According to von der Gracht (2012), analysing the data over successive rounds makes it possible to measure the existence of consensus and its strength and the convergence of opinions.

The feedback process allows and encourages Delphi participants to reevaluate their initial judgments about the information provided in previous rounds. According to

Hsu & Sandford (2007), participants in successive rounds can alter or modify the results of previous rounds. Controlled feedback in the Delphi process is designed to reduce the noise effect, consisting of a well-organized process where the previous round is summarized, allowing each participant to generate additional knowledge and further clarify the data presented in previous rounds (Hsu & Sandford, 2007).

According to Landeta (2006), one should ensure that the study is aimed at something good for society, facilitating collaboration among experts by promoting pride in participating in research that benefits the community. Special care should be given to creating a plural team with good knowledge of the studied area (Landeta, 2006). To ensure the success of the process, it is crucial to prioritize the motivation of experts. The coordinator should consider what factors could encourage their active participation and collaboration until the completion of the project. Therefore, it may be necessary to sacrifice questions and rounds to ensure participation and continuity of the panel (Landeta, 2006).

Hsu & Sandford (2007) argue that the selection of topics, time frames for completion and completion of the study, the possibility of inadequate response, and unintentionally guiding feedback from the respondent group are all areas that should be considered when designing and implementing a Delphi study.

The first round of this study, which is the subject of this paper, began, as is traditionally referred to in Delphi methodology (Hsu & Sandford, 2007), with the presentation of a questionnaire consisting of open-ended questions, serving as a guide for the remainder of the study. This first questionnaire is used as the instrument for the second round of data collection.

This article reflects on the results found in this first round.

Results: The Delphi expert panel comprises 27 specialists from various areas of training, such as History and Heritage, Business Sciences, Engineering, and Tourism. The panel includes several stakeholders of Industrial Tourism, namely City Councils, Industrial Companies, Travel Agencies, Tourism Associations, Regional Tourism Entities, Museums, and Universities. The first round of the study was composed of open questions, which the experts had to answer according to their knowledge and experience on the following topics: advantages, disadvantages, strategies and barriers of Industrial Tourism for industrial companies.

As for the advantages and disadvantages of industrial tourism for industrial companies, after analysing and reviewing all answers, it was possible to resume the panel's main opinions, as shown in Table I.

Table I: Advantages and disadvantages of IT for Industrial companies

Advantages	Disadvantages
Adding value to and publicizing the brand and its products	Initial investment and implementation costs
Sharing of knowledge with audiences outside the company	Disturbances in the production chain and in the company's operation
Extra source of revenue	Need to conserve the industrial heritage and adapt the facilities to visitor spaces
Motivation and valorization of employees - internal MKT	Need to allocate HR to IT, diverting them from other tasks
Contact with new customers and stakeholders	Seasonality and visiting hours

Source: Own elaboration

The advantages most mentioned by the experts in this first round are related to the company's internal and external Marketing, while the disadvantages are more diversified, focusing on the Financial, Productive and Human Resources areas.

Also, the experts were asked to present their opinions related to the strategies for implementing Industrial Tourism in industrial companies and possible barriers to the success of this partnership. Table II resumes the main proposals identified by the experts.

Table II: Strategies and barriers to Industrial Tourism in industrial companies

Strategies	Barriers
Promotion of IT in the national and European market (e.g. participation in tourism fairs)	Lack of interest from entrepreneurs and managers
Promotion of training actions in the companies about IT	Limitations in the hours and periods available to receive visitors throughout the year
Creation of incentives, tax benefits and specific funding programs for Industrial Tourism	Implementation costs

Support to the definition of itineraries / guided tours	Need for secrecy of internal processes
Creation / association to a national and international IT network.	Excessive bureaucracy

Source: Own elaboration

The most referred strategies for the implementation of Industrial Tourism in the companies is in line with the identified advantages, being also related to Marketing. However, it is also focused on the operational level of Industrial Tourism and on the relationship with the various stakeholders. As for the barriers to the success of Industrial Tourism in the industrial companies, the Financial and Operational areas of the companies were identified, and much importance was also given to the company manager, to his interest in the implementation or not of this tourism product.

The information presented by the experts will undoubtedly enrich Industrial Tourism and industrial companies in several areas, having so far identified areas such as Marketing, Innovation, Diversification, Financing, and Human Resources.

The implementation of Industrial Tourism in an industrial company involves a wide variety of areas which, on the one hand, enriches and diversifies the company but, at the same time, requires a strategic alignment. Otherwise, they may act as barriers to the success of this tourism product.

Research limitations: As a limitation, but also as a source of future research, we have the fact that this article reflects the preliminary stage of the study.

Originality: The originality of this work is based on the innovative approach to the subject, through a qualitative methodology based on the collaboration of several experts (Delphi methodology), contributing in a collaborative way to increase knowledge about the strengths and weaknesses of the implementation of Industrial Tourism in small and medium companies.

Keywords: *Industrial Tourism; Industrial Enterprises; Delphi Methodology.*

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Similar: to be or not to be? That is the question!

Semelhante: ser ou não ser? Esta é a questão!

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Abstract

Purpose: Virtual Reality has been used for tourism purposes in the promotion of tourism services or destinations. Recent studies have discussed the potential of this technology to substitute the real tourist experience, particularly during the pandemic period. However, the literature is still scarce in discussing the perceptions of similarity between the virtual environment and the real experience. This study aims to contribute to fulfilling this gap by analyzing the influence of similarity on tourists' perceptions and future intentions.

Methodology: To pursue this objective, an experimental study was conducted with 192 university students, who were provided with two tourist experiences about the same tourist location: the first was a Virtual Reality experience and the second was a face-to-face visit. Data were collected through questionnaire and analyzed through Structural Equation Modelling.

Results: Image is influenced by positive emotions. Perception of similarity positively influences image development and moderates the relationship between positive emotions and image. The perception of image has a positive effect on tourists' future intentions. Similarity has no significant effect on these future intentions.

Research limitations: The first limitation is related to the sample used, namely national and international university students. As these students belong to the same generation, the results could be different for other generations. The second limitation is related to the approach employed. As a quantitative approach was used, only the significance of the hypotheses proposed can be tested.

Originality: As there is scarce literature concerning the similarity between the virtual environment and the real tourist service or destination, it is relevant to analyze the influence of this concept on tourists' perceptions and intentions in order to understand its relevance, and, thus extract insights on how Virtual Reality experiences should be developed for tourism purposes in the future.

Resumo

Objetivo: A Realidade Virtual tem vindo a ser usada para propósitos turísticos na promoção de serviços ou destinos turísticos. Estudos recentes têm discutido a capacidade desta tecnologia para substituir a experiência turística real, em particular, durante o período pandémico. Contudo, a literatura ainda é escassa na discussão das perceções de similaridade entre o ambiente virtual e a experiência real. Este estudo pretende contribuir para o preenchimento desta lacuna, analisando a influência da similaridade nas perceções e intenções futuras dos turistas.

Metodologia: Para a persecução deste objetivo foi realizado um estudo experimental com 192 estudantes universitários, a quem foram fornecidas duas experiências turísticas sobre o mesmo local turístico: a primeira foi uma experiência de Realidade Virtual e segunda foi a visita real. Os dados foram recolhidos através de questionário e analisados através de Modelação de Equações Estruturais.

Resultados: A imagem é influenciada pelas emoções positivas. A perceção de similaridade influencia positivamente a construção da imagem e modera a relação entre as emoções positivas e a imagem. A perceção da imagem tem um efeito positivo nas intenções futuras dos turistas. A similaridade não tem efeito significativo sobre estas intenções futuras.

Limitações: A primeira limitação é relativa à amostra utilizada, nomeadamente estudantes universitários nacionais e internacionais. Como estes estudantes pertencem à mesma geração, os resultados poderiam ser diferentes para outras gerações. A segunda limitação é relativa à abordagem utilizada. Como foi utilizada uma abordagem quantitativa apenas se pode testar a significância das hipóteses apresentadas.

Originalidade: Existindo pouca literatura sobre a similaridade entre o ambiente virtual e o serviço ou destino turístico real, torna-se relevante analisar a influência deste conceito nas perceções e intenções dos turistas para que se possa perceber qual a sua relevância e assim tirar elações sobre como devem ser construídas as experiências de Realidade Virtual para propósitos turísticos no futuro.

Palavras-Chave: *Turismo; Realidade Virtual; Similaridade; Intenções futuras; Visita real; Modelação de Equações Estruturais.*

Exploring niche marketing and tourist motivations: a study on atomic tourism

Explorando o marketing de nichos e as motivações turísticas: um estudo sobre turismo atómico

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Abstract

Purpose: The study aims to understand the importance of niche marketing and territorial management in promoting a tourist destination of individual interest (or special interest tourism), such as atomic tourism or nuclear tourism.

Methodology: The study is developed through document analysis and administration of a questionnaire survey (online) to 120 individuals during November 26 and December 16, 2022.

Results: Place marketing and territorial management play an important role in promoting territorial brands and a tourist destination. The data obtained tend to suggest that tourism is increasingly a multifaceted activity, with distinct individual interests and heterogeneous motivations (e.g. cultural, *dark* and atomic or nuclear).

Practical implications: The study presents preliminary insights that can be a tool to assist municipal managers and professionals working in the tourism sector.

Contribution: The study makes contributions to theory (i.e., city marketing and territorial management) and to practice (i.e., integrated strategies between destinations). However, future studies should deepen the preliminary results. We suggest the development of a conceptual model to be empirically tested (testing causal relationships between variables).

Originality: The innovative nature of the manuscript in terms of promoting greater reflection on niche marketing strategy in tourism contexts.

Keywords: *dark tourism; atomic tourism; niche marketing; segmentation.*

Resumo

Objetivo: O estudo visa compreender a importância do marketing de nichos e da gestão territorial na promoção de um destino turístico de interesse individual (ou turismo de interesse especial) como disso seja exemplo o turismo atómico ou turismo nuclear.

Metodologia: O estudo será desenvolvido através de análise documental e administração de um inquérito por questionário (online) a 120 indivíduos durante o dia 26 de novembro e 16 de dezembro de 2022.

Resultados: O *place marketing* e a gestão territorial desempenham um papel importante na promoção de marcas territoriais e um destino turístico. Os dados obtidos tendem a sugerir que o turismo é, cada vez mais, uma atividade multifacetada, com interesses individuais distintos e motivações heterogéneas (e.g. cultura, negro e atómico ou nuclear).

Implicações práticas: O estudo apresenta *insights* preliminares que podem ser uma ferramenta para auxiliar os gestores e profissionais municipais que atuam no setor do turismo.

Limitações da investigação: O estudo apresenta contribuições para a teoria (i.e., marketing de cidades e gestão territorial) e para a prática (i.e., estratégias integradas entre destidos). No entanto, estudos futuros devem aprofundar os resultados preliminares. Sugerimos o desenvolvimento de um modelo concetual a ser testado empiricamente (testando relações causais entre variáveis).

Originalidade: O carácter inovador do manuscrito no sentido de promover uma maior reflexão sobre a estratégia de marketing de nichos em contextos de turismo.

Palavras-chave: *dark tourism; turismo atómico; marketing de nichos; segmentação.*

1. Introdução

O turismo é, cada vez mais, uma atividade dinâmica, geograficamente complexa e onde as motivações (turísticas) são distintas (gerando, assim, diferentes segmentos de mercado e necessidades de grupos de consumidores heterogéneos)

(Correia et al., 2023). Os "novos turistas", cada vez mais saturados do turismo "comum" e de interesse massificado, decidiram explorar os seus interesses e aventuraram-se na descoberta de outros tipos de turismo menos convencional, como disso sejam exemplo os tipos de turismo de interesse mais sombrios e perigosos (e.g. turismo atómico). De acordo com Mircea e Tiberiu (2021), o turismo atómico ou nuclear é um subtipo de turismo negro que consiste em procurar locais de desastre, para reviver os eventos associados à morte, sofrimento, onde os turistas atómicos viajam para lugares marcados, testes nucleares e desastres ocorreram. Por conseguinte, e numa lógica segmentada, o turismo afirma-se (cada vez mais) como um setor geograficamente complexo e multifacetado, com interesses cada vez mais distintos e específicos (Santos et al., 2022). Nesse sentido, o presente manuscrito pretende melhor compreender algumas das motivações associadas ao turismo atómico ou nuclear. No final, serão apresentadas algumas limitações e delineadas linhas de investigação para futuros trabalhos.

2. Turismo de Interesse Especial: Turismo Atómico

Berger (2004), numa abordagem baseada na realidade dos Estados Unidos da América, constata como o turismo nuclear tem crescido bastante nos últimos anos, em grande parte graças à internet. Refere-se a alguns websites em particular, os quais considera bons promotores de locais relacionados com o "Projeto de Manhattan" (ligado à produção de armas nucleares). Um desses websites é o The Bureau of Atomic Tourism2 , o qual se dedica a promover locais, em todo o mundo, que tenham ligação a explosões atómicas, que apresentem algumas exibições, ou que contenham veículos criados para o transporte de armas nucleares. Lau (2007) verifica que o turismo nuclear é cada vez mais popular, embora a visita a estes lugares nucleares possa ter custos consideráveis. A verdade é que a economia destas regiões devastadas beneficia bastante com este tipo de afluência turística, sendo esta, talvez, a única solução para dinamizar estas áreas inabitáveis (Lau, 2007).

Os perigos do turismo nuclear nem sempre foram tão conhecidos, divulgados e institucionalizados como hoje o são. Durante alguns anos foi praticado,

principalmente no Japão após a Segunda Guerra Mundial, de uma forma um pouco "ingénua", descuidada e um pouco irresponsável, desconhecendo os visitantes do real risco que estavam a correr, nomeadamente para a sua saúde. Mas será precisamente essa possibilidade de exposição ao perigo, em conjunto com o fator histórico do local, que mais atraem os turistas a estes lugares nucleares. Porém, existem ainda turistas a visitar estes lugares sem realmente estarem preocupados com as possíveis consequências (Gusterson, 2004; Sullivan, 2004). Por isso, muitas vezes as visitas são feitas com alguma celeridade, precisamente para evitar longas exposições à radiação, sendo que tudo isto acrescenta à visita alguma adrenalina, uma visão real do que aconteceu, uma experiência diferente, para que no fim da mesma possam, de forma orgulhosa, afirmar que se tornaram turistas nucleares e testemunharam a destruição atómica (Lau, 2007).

2.1. Turismo Atómico e motivações associadas

Em 1990 surgiu o conceito e a prática de Turismo Atómico ou Turismo Nuclear (Atomic Tourism) e os motivos pelos quais as pessoas aderem a este tipo de turismo estão, na sua maioria, associados a causas mais sombrias, como a guerra, o crime, os desastres, a morte, os massacres, entre outras causas. Para além destes motivos, as pessoas começaram a praticar o ramo de *Dark Tourism* (onde se insere a categoria de *Atomic Tourism*) por razões como a visita à sepultura de um famoso ou a um local com significado histórico bastante elevado. Ao longo do tempo algumas pessoas mostraram interesse nesta segmentação de mercado e, com isso, os gestores de turismo destes locais apostaram no desenvolvimento turístico deste setor. Surge, assim, a comercialização e a divulgação de destinos turísticos que permitem a prática de *Dark Tourism - Atomic Tourism* (Carvalho & Carvalho, 2017). Muitos visitantes desenvolvem interesse particular por este tipo de turismo por acharem que "é uma forma de preservar e conservar a história, o património e a identidade coletiva" (Carvalho & Carvalho, 2017).

Relativamente ao nicho em estudo, é possível afirmar que este tem crescido notoriamente ao longo dos anos devido à utilização da internet. Isto porque existem páginas web que funcionam como promotoras destes destinos mais dark e isso faz com que as pesquisas aumentem e levem a um destaque cada vez maior destes

destinos turísticos (Veiga et al., 2022). Existem várias subcategorias dentro deste tipo de turismo, nomeadamente o holocausto e o turismo de genocídio. Porém, o caso em estudo centra-se no turismo nuclear e destaca locais onde foram utilizadas bombas atómicas ou locais que ilustram estes acontecimentos, como os museus. Ainda a acrescentar, nem todos os locais são possíveis de serem visitados por contraírem um grau elevado de perigo, como as zonas de armazenamento de resíduos nucleares (Tóth & Papp-Váry, 2022).

2.2. Radiação: efeitos a curto e longo prazo

As bombas atómicas, devido à natureza dos elementos que a compõem (o Urânio e o Plutônio), tem efeitos secundários que não são imediatos após a sua detonação, isto é, a radiação solta a energia que se espalha pela área (Schäfer, 2016). Uma bomba nuclear divide-se em 2 tipos quanto ao método utilizado para atingir a explosão: 1) pode ser uma bomba atómica que funciona na base da fissão nuclear, ou seja, que funciona através divisão do átomo e a energia solta por essa reação (sendo um exemplo as duas bombas nucleares utilizadas na Segunda Guerra Mundial: *Little Boy* e *Fat Man*); 2) e pode ser também uma bomba atómica que funciona tendo por base a fusão nuclear, ou seja, a fusão de dois átomos num só (também denominadas de bombas termonucleares, que embora nunca tenham sido utilizadas são muito superiores às bombas nucleares de fissão).

Uma central nuclear apresenta graus elevados de riscos e de efeitos radioativos e, para controlar devidamente estes riscos, os responsáveis utilizam a Escala Internacional de ocorrências Nucleares (INES). Esta escala é relativamente parecida à escala Celsius ou Richter. O objetivo desta escala é "explicar o significado dos acontecimentos radiológicos a partir de uma série de atividade" (Fernandes, 2021).

Existem sete níveis que permitem avaliar o grau de risco a que uma central está sujeita. Apesar de existir esta escala, os governos trabalham muito no sigilo e, por isso, torna-se difícil de efetuar esta avaliação. Anteriormente foram referidos alguns exemplos que se destacam na história mundial pelos seus acidentes nucleares. No caso de Chernobyl e Nevada, admite-se um grau de risco de 5 e 7, respetivamente, na escala INES. Neste último exemplo (Chernobyl), é possível afirmar que o

acidente ocorreu devido a "défices no sistema de segurança", ou seja, deu-se uma falta de recursos e os responsáveis optaram pela instalação de centrais de baixo custo que trouxessem um rendimento mais elevado. Esta escolha fez com que a eficiência da refrigeração do núcleo do reator causasse a explosão (Fernandes, 2021).

Entre 1945 e 1950, verificou-se uma divisão entre os países face à segurança e à prática de atividades nuclear. Por um lado, muitos países sentiam medo devido aos desastres de Hiroshima e Nagasaki. No entanto, a utilização destas centrais representava um avanço e desenvolvimento económico e tecnológico. Com o passar dos anos e após o incidente de Nevada, a sociedade começou a desenvolver uma opinião mais negativa quanto à utilização de centrais nuclear (Fernandes, 2021). Apesar de não existirem muitas informações relativamente às medidas de segurança, é possível entender que a principal medida de segurança é a instalação de infraestruturas que consigam dar resposta às atividades elaboradas no âmbito das centrais nucleares. É necessário que os responsáveis não trabalhem só para o rendimento com infraestruturas de baixo custo, mas também que tenham em atenção a segurança tantos dos trabalhadores como da população mais próxima destes locais. Muitos países têm uma opinião mais forte e rígida quanto à segurança que é praticada nestas centrais.

2.3. O perfil do turista de interesse nuclear

É importante compreender que inicialmente o turista efetuava as suas viagens com o objetivo de visitar familiares ou de praticar turismo de lazer. Mediante estes objetivos, os gestores e responsáveis pelo turismo desenvolviam estratégias que garantissem a plena satisfação destes turistas. No entanto, as motivações e desejos dos turistas foram-se alterando mediante a evolução do tempo e a evolução mundial e, perante esta evolução, surgiram novos incentivos para a realização de viagens. É nesta fase que surgem necessidades novas para viajar, como os negócios, a saúde, o desporto, novas culturas, novas aventuras, novas gastronomias, novos idiomas, entre outros. É neste cenário de evolução que os responsáveis pelas atividades turísticas desenvolvem estratégias inovadoras que

acompanhem esta evolução e que satisfaçam os turistas e os seus desejos (Rezende e Coelho, 2021).

Após analisar o conceito de Atomic Tourism (Dark Tourism), entende-se que o turista que apresenta interesse neste segmento de mercado não tem um perfil unicamente direcionado para o Turismo Atómico, ou seja, este tipo de turista pratica vários tipos de turismo, nomeadamente o Turismo Cultural. Isto é, quem se interessa por este nicho de mercado apresenta, também, níveis culturais mais elevados, tendo em conta que maior parte dos locais visitados são locais culturais (Sharpley & Stone, 2009).

Segundo Sharpley & Stone (2009), no seu livro "The Darker side of travel: The theory and Practice of Dark Tourism", aquilo que atrai os turistas para estes locais é a curiosidade de ver/visitar um sítio onde aconteceu um acontecimento trágico, como por exemplo, os campos de concentração, os estabelecimentos prisionais, as casas de terror e de Serial Killer; os cemitérios, as cidades relacionadas com a morte, os Hotéis assustadores, entre outros. Ao analisar este tipo de turismo, entende-se que há uma necessidade forte em apostar neste segmento, uma vez que este está direcionado para pessoas com graus académicos mais elevados e que apresentam diferentes interesses. Para além disso, é importante que estes turistas tenham interesse em conhecer e descobrir cada vez mais esta área.

2.4. Pontos de referência no turismo atómico

Conforme já anteriormente mencionado, o turismo atómico é um tipo relativamente novo de turismo no qual os visitantes aprendem sobre a Era Atómica viajando para locais significativos na história atómica, como museus com armas atómicas, veículos que transportavam armas atômicas ou locais onde armas atômicas eram detonadas. Nesse sentido, cumpre-nos apresentar alguns desses pontos de referência, nomeadamente (e a saber): Chernobyl, Nagasaki, Hiroshima, Fukushima, Ilhas Marshall – Atol de Bikini, Nevada (EUA), Oak Ridge (EUA).

O famoso caso na central de Chernobyl teve lugar a 26 de abril de 1986, tendo sido considerado como o maior desastre nuclear que a sociedade já vivenciou. Esta explosão ocorreu a cerca de 120 quilómetros da capital ucraniana, Kiev. Na época a Central Nuclear de Chernobyl fazia parte de um programa militar e estratégico do

exército soviético. Os níveis de radiação resultantes deste desastre, foram de tal forma elevados que afetaram também Pripyat, uma cidade que se encontra nas proximidades da central e que é hoje denominada de "cidade-fantasma". Os habitantes da mesma não foram avisados, aquando da explosão da gravidade da situação em que se encontravam, tendo sido expostos a elevadas quantidades de radiação resultando em mortes e em grandes impactos na saúde da população. Chernobyl passou a ser um destino de nicho relativamente ao turismo nuclear. A procura por novas experiências e aventura, assim como a exposição ao perigo desperta um sentimento de curiosidade dos turistas nos dias de hoje. Durante vários anos, esta curiosidade motivou a realização de visitas de carácter ilegal a Chernobyl, sendo que, mais tarde o governo ucraniano permitiu que se realizassem visitas turísticas aos locais afetados pela catástrofe.

Atualmente são várias as agências de viagens que disponibilizam visitas aos recintos denominados de "zonas de morte". No entanto, as autoridades locais afirmam que apesar da permissão concedida para realizar estes *tours,* estas não se responsabilizam por quaisquer danos colaterais que possam surgir na saúde dos visitantes. É importante referir que é realizado um controlo, uma medição da radioatividade dos turistas na sua chegada e saída dos locais, assim como o cumprimento de um conjunto de regras restritivas para não pôr em causa a saúde dos turistas, seguindo um caminho estrategicamente delineado, evitando colocar os seus pertences em contacto com o solo.

Nagasaki foi atingida no final da Segunda Guerra Mundial por uma bomba atómica que matou cerca de 74 mil pessoas e feriu outras 75 mil. Os sobreviventes sofreram de graves problemas derivados da radioatividade, e assim, em homenagem aos que pereceram e aos que ainda hoje sofrem com as consequências desta tragédia, criaram-se alguns lugares, que também se encontram abertos aos turistas. Um dos locais mais visitados por turistas com interesse pelo nuclear é o Museu da Bomba Atómica de Nagasaki que serve de lembrete às consequências decorrentes da utilização de armas nucleares. Neste espaço referencia -se a reconstrução de Nagasaki, demonstra-se a história do lançamento da bomba e retratam-se cenas da guerra. Outros pontos de interesse em Nagasaki para estes turistas são o chamado "Ground Zero da Bomba Atómica em Nagasaki", que marca o epicentro

da bomba, o "Memorial de Paz de Nagasaki para as Vítimas da Bomba Atómica", e a Ilha Hashima (Carvalho & Carvalho, 2017).

Já no final da Segunda Guerra Mundial, os Estados Unidos da América lançaram duas bombas atómicas no Japão, sendo uma delas em Hiroshima, selando a vitória sobre este país que na época era considerado inimigo. A devastação foi de tal forma que a cidade necessitou de várias décadas para que se conseguisse reerguer minimamente. Atualmente, Hiroshima é sem dúvida um dos destinos a visitar no mapa dos turistas nucleares, sendo a motivação a prestação de homenagem ou pura curiosidade e aventura. Ainda nos dias de hoje é possível ver o Memorial da Paz, conhecido também como a Cúpula da Bomba Atómica sendo considerada Património Mundial da Unesco desde 1996. Este memorial está inserido no *Peace Park,* um parque que veste o terror vivido no ataque fazendo contraste com os espaços verdes que o rodeiam. Ainda neste parque é possível visitar o Museu do Memorial da Paz e ver vestígios deste horror, como por exemplo um capacete e um que fora usado por uma criança que se divertia no parque no momento do ataque. É ainda possível ver um vasto espólio que vai desde objetos submetidos a níveis de radiação elevados, documentários, peças de roupa e algumas explicações científicas para entender o poder de destruição desta bomba atómica.

No ano de 2013, cerca de 200.000 turistas provenientes do mercado internacional visitaram o Memorial da Paz, sendo que tem atraído cada vez mais turistas que procuram experienciar e entender o horror vivido pela população (Carvalho & Carvalho, 2017). Relativamente aos preços no museu seriam respetivamente: Adultos e (Alunos universitários) ¥200 individuais ou 30¥ ou mais para grupos Alunos até ao secundário são ¥100 sozinhos e 20¥ ou mais para grupos. Para os restantes estudantes e outros jovens é gratuito. Para maiores de 65 também é gratuito se apresentarem passaporte. (Hiroshima Peace Memorial Museum, 2022)

Fukushima é a demonstração do poder destrutivo de um terremoto. A 11 de março de 2011, foi registado um terramoto de 7,9 na escala de Richter, dando origem a um tsunami que deixou um rastro de destruição gigante na costa do Japão. Segundo a história, a ocorrência de um sismo originou o corte total na energia na Central Nuclear de Fukushima Daiichi seguido de um tsunami que inundou os

geradores da central levando à falha no sistema de arrefecimento da mesma. Com a subida das temperaturas a um nível extremo e a ineficácia no arrefecimento do combustível nuclear, este derreteu por completo nos reatores 1, 2 e 3 (Jang, Sakamoto & Funck, 2021).

A Escala de Eventos Nucleares Internacional (INES), classificou este evento com o nível 7, sendo este o nível máximo atribuído a este tipo de situações. Para entender o impacto deste desastre nuclear, a Agência Nuclear e Segurança Industrial Japonesa determinou que os níveis elevadíssimos de radioatividade expelidos para a atmosfera foram o equivalente à explosão de 168 bombas de Hiroshima. Passados poucos anos, vários guias turísticos começaram a movimentar turistas interessados em visitar os bairros abandonados e espaços críticos desta catástrofe. No entanto, a elevada exposição ao perigo e a baixa segurança começou a preocupar os turistas, sendo que atualmente são permitidas visitas rápidas aos locais considerados como os mais seguros em Fukushima. Atualmente o projeto "Fukuichi Kanko Project" reúne artistas, ativistas, turismólogos, entre outros, procurando entender quais são as melhores ferramentas para transmitir o impacto deste desastre nuclear para as gerações futuras. O projeto tem em vista a sua conclusão em 2036, estando aliado ao processo de descontaminação e definição dos limites de segurança. Existe também o projeto "Fukushima Gate Village" onde o objetivo passa por agregar condições de alojamento e serviços necessários para que a visita de turistas seja possível de se realizar (Tóth & Papp-Váry, 2022). Localizado no Oceano Pacífico, o atol de Bikini está inserido nas Ilhas Marshall, nos Estados Federados da Micronésia. Este atol tem a fama de ter sido o palco para um teste nuclear da autoria dos Estados Unidos da América, a "Operação Crossroads". Este teste foi realizado em 1946, após o primeiro teste nuclear em Trinity, território americano, e do bombardeamento em Hiroshima e Nagasaki, nos últimos resquícios da Segunda Guerra Mundial.

Desde a realização desta operação nuclear, a ilha permanece inabitável e sem data prevista para que possa ser povoada. Apesar de toda a vegetação que ainda vai surgindo na ilha, os níveis de radiação elevadíssimos contaminam totalmente a flora local. Já o solo está contaminado com césio 137, um isótopo radioativo que

em grandes quantidades é capaz de fazer queimaduras gravíssimas ou morte instantânea.

Para além da ilha já ser conhecida pelos seus mergulhos e observações de naufrágios, junta-se também o fator aventura e risco que desperta uma enorme motivação nos turistas nucleares. No entanto, a Agência Internacional de Energia Atómica (AIEA) lançou um relatório em 1996 onde afirma que caminhar pelas ilhas é considerado como seguro, sendo vital evitar qualquer contacto direto com a vegetação que ali vai crescendo. Nesse mesmo ano, começaram a chegar os primeiros turistas e anos mais tarde, o atol de Bikini já recebia cerca de 250 turistas por ano, trazendo dinamismo e receitas para este destino. É importante referir que apesar dos números parecerem bastante baixos, fazer uma viagem a este destino é algo bastante caro.

Em 2010, o espaço utilizado para a realização de testes nucleares no atol de Bikini foi considerado Património Mundial pela Unesco que considerou o local como um belo exemplo de um tipo de conjunto edificado, arquitetónico ou tecnológico, ou uma paisagem que nos conta acontecimentos da história da humanidade, tendo um enorme significado universal (Carvalho & Carvalho, 2017).

O estado do Nevada, mais concretamente o Nevada Test site, uma área deserta com 104km, foi o local de teste de milhares de bombas nucleares. A partir de Las Vegas era possível ver as explosões e consequentes nuvens em forma de cogumelo, esta oportunidade de negócio foi algo que não passou despercebido a esta cidade que imediatamente aproveitou tudo isto, para comercializar todo o tipo de merchandising relacionado com a temática nuclear, por exemplo, alguns casinos que serviam bebidas temáticas como o "atomic cocktail", quartos com vista para as explosões e festas chamadas de "dawn bomb parties". Os turistas ao visitar a cidade experienciavam uma mistura de medo e adrenalina. Contudo tudo isto terminou com a proibição de realizar testes nucleares nos anos 60.

Apesar disto, Las Vegas continuou a apostar na capitalização desta temática e atualmente, existe em Las Vegas um novo atrativo para os entusiastas do Nuclear, nomeadamente o Museu Nacional do Teste Atómico, que contém várias fotos e vídeos e onde os turistas têm a oportunidade de aprender um pouco sobre a era

nuclear e onde tem a possibilidade de experienciar uma explosão nuclear simulada sem necessidade de correr qualquer risco. Nos dias de hoje, o antigo lugar de testes nucleares encontra-se aberto ao publico e continua a atrair turistas. Durante a visita são impostas algumas restrições como a proibição do uso de máquinas fotográficas, telemóveis, gravadores, computadores portáteis, binoculos, armas de fogo, contacto com o solo, rochas, plantas ou qualquer outro material. No decorrer da visita são vistos vestígios de bombas detonadas, crateras e casas destruídas de antigos funcionários. Estas visitas não são permitidas a menores de 14 anos e desaconselhadas a mulheres grávidas.

Os pontos de interesse durante a visita são o Mercury, o apartamento Frenchman, o Complexo de testes de não-proliferação e evacuação, o lugar de gestão de desperdícios/restos de baixo nível radioativo, a cratera Sedan, a Área de treino T-1, e as casas Apple II (Carvalho & Carvalho, 2017).

Durante o período da Segunda Guerra Mundial, foi produzido combustível para as bombas nucleares no laboratório Nacional de Oak Ridge no Tennessee. Esta localidade foi criada propositadamente para a criação de armamento nuclear e atualmente este laboratório já não está ativo, porém, ele está aberto para visitas (duração: 3h). Para os turistas, a parte mais interessante da visita é a passagem pelo reator X-10, que é o mais antigo do mundo e foi criado em 1946. No entanto, este reator só se tornou um ponto de visita em 1982 através da feira mundial de Knoxville. Os locais de Oak Ridge podiam ser visitados sem qualquer restrição até aos acontecimentos de 11 de setembro, mas, após essa data, os turistas passaram a ter restrições e passaram a existir locais estritamente proibidos de serem visitados (incluindo fotografar os locais visitados). É ainda de referir que este local pertence ao projeto Manhattan e é considerado como uma cidade secreta. No ano de 1949 também foi inaugurado um museu denominado de Museu Americano de Energia Atómica e, posteriormente, passou a designar-se por Museu Americano de Ciência de Energia e é neste museu que os turistas podem conhecer a história do projeto de Manhattan (Berger, 2004).

3. Metodologia

O presente estudo, num propósito preliminar, foi elaborado através de uma pesquisa bibliográfica sobre o tópico de *Atomic Tourism* ou Turismo Atómico através da segmentação de *Dark Tourism*. Numa primeira instância, os investigadores recolheram informações adequadas ao tópico, através de artigos científicos. Para complementar esta pesquisa, foi administrado um inquérito por questionário (online) durante 26 de novembro de 2022 e 16 de dezembro de 2022 numa amostra de 120 indivíduos. Segundo a Eurostat (2018), um inquérito pretende recolher dados sobre a população e sobre aquilo que a constituí. Isto é, são analisados dados estatísticos relativos a uma amostra e, posteriormente, esses dados são analisados. O objetivo é perceber as estimativas das características da população. Isto irá resultar numa percentagem representativa dos temas abordados no inquérito (Eurostat, 2018).

O objetivo deste questionário foi o de perceber o conhecimento que a população em geral tem relativamente ao tem que lhe é apresentado, ou seja, o turismo atómico. Estes dados obtidos foram analisados e, posteriormente, foi elaborada uma análise e discussão dos resultados resultantes do inquérito. Segundo Galvão e Ricarte (2020), a revisão ou o método quantitativo também se pode intitular de meta-análise. A meta-análise é o processo que aborda a estimativa e a análise de dados quantitativos que, por sua vez, permitem identificar dados relativos ao tema que é colocado em análise. Isto permite uma aproximação mais exata das temáticas abordadas e atribuídas aos inquiridos (Galvão e Ricarte, 2020). Neste estudo é apresentado um inquérito, à população em geral, que permite compreender quais os conhecimentos e quais as conceções que esta tem relativamente ao Turismo Atómico e às suas práticas, sendo que este inquérito, foi distribuído de forma online por vias como o Facebook, Instagram e WhatsApp. Para além disso, é possível perceber se existe alguém (dentro da amostra analisada) que já tenha visitado locais/destinos ligados ao nicho de mercado em estudo. Este estudo está dividido em duas partes igualmente importantes: dados demográficos e sete questões que abordam o Turismo Atómico/Nuclear. Assim, este inquérito é o ponto de partida para explorar as vontades do visitante e, posteriormente, perceber quais os caminhos e ideologias que poderão ser criados na vertente da inovação e crescimento deste setor turístico.

O inquérito desenvolvido tem como título "*Atomic Tourism: abordagem a este nicho de mercado turístico*" e está dividido em duas partes igualmente importantes. A primeira parte retrata os dados demográficos de toda a população que respondeu às perguntas e a segunda parte corresponde aos dados relativos ao conhecimento da população sobre o tema em questão. Através de um breve texto, primeira secção faz alusão à explicação do tema, juntamente com a abordagem à origem e ao propósito deste mesmo. A segunda secção são os dados demográficos dos inquiridos, a terceira secção são as perguntas sobre o tema e a quarta secção é um agradecimento como meio de finalização do inquérito. O questionário foi administrado entre o dia 26 de novembro de 2022 e o dia 16 de dezembro de 2022 e os meios de divulgação foram as redes sociais: *Instagram*, *Facebook* e *WhatsApp*.

4. Resultados e Discussão

No que concerne aos resultados obtidos, ainda que com uma natureza preliminar, é possível verificar que, dos 120 respondentes, a maioria pertence ao género feminino, com cerca de (52%) e em seguida o género masculino (com uma percentagem de 48%), sendo a idade que prevalece nesta amostra aquela que está compreendida entre os 19 e os 30 anos. A área de residência mostra-nos que maior parte dos indivíduos reside no norte de Portugal (88%) e em seguida centro (8%), sul (3%) e Madeira (1%). Esta secção do questionário foi analisada através de escolhas múltiplas e posteriormente convertida em gráficos para uma melhor avaliação e análise dos resultados obtidos.

No que concerne à secção sobre o tópico de estudo, a mesma encontrou-se dividida em seis questões de escolha múltipla e resposta rápida, nomeadamente: 1. "Conhece este tipo de turismo: Atomic Tourism ou Turismo Atómico/Nuclear?", onde 36% dos respondentes respondeu "sim", 60% respondeu "não" e 4% respondeu "talvez"; 2. "quais os locais que as pessoas que responderam "sim" na pergunta anterior já visitaram. As respostas dadas pela população foram: Chernobyl, Hiroshima, Nagasaki, Nevada, Auschwitz, Arizona Titan Missile Museaum e Los Alamos; 3. "Já visitou algum destino turístico onde é praticado o Turismo Atómico - Dark Tourism (Turismo Negro)?", onde foi notório que a grande

maioria (93%) respondeu "não", apenas 4% respondeu "sim" e 3% respondeu "talvez".

Aproveitando esta questão, elaborou-se então a pergunta 4. "Se já visitou, qual foi o destino escolhido e como foi a experiência turística nesse local?" de forma a perceber quais os destinos que foram visitados pelos inquiridos e com as 4 respostas obtidas foi percetível que os inquiridos não conseguem separar o nicho de turismo atómico do conceito mais abrangente de Dark Tourism, uma vez que, os locais referidos nas 4 respostas, nada tem a ver com Atomic Tourism (Auschwitz e cemitérios).

5. "Se nunca visitou um destino turístico onde é praticado o Turismo Atómico (Atomic Tourism), gostava de visitar?", onde é demonstrada a indecisão dos inquiridos, dado que, a maioria (45%) respondeu "talvez", seguiu-se com 41% a resposta "sim" e apenas 14% responderam "não"; 6. "Sente-se seguro com o tema de Turismo Atómico/Nuclear no que toca a viajar para locais relacionados a este tipo de turismo?" onde mais uma vez foi possível perceber a dúvida dos inquiridos dado que, 51% respondeu "talvez", 27% respondeu "não" e apenas 22% respondeu "sim". Após analisar detalhadamente os dados obtidos através do inquérito administrado, os autores entenderam que existe uma grande percentagem da população não conhece, não sabe o que é ou nunca praticou Turismo Atómico. No entanto, outra parte da percentagem conhece locais onde é praticado este tipo de turismo, embora nunca tenha realizado uma viagem a esses destinos turísticos. Numa perspetiva cultural, os locais que foram mencionados no inquérito não são propriamente locais inseridos no Turismo Atómico, embora estejam inseridos no Dark Tourism.

Verifica-se, neste caso, uma necessidade de fazer perceber que existe uma diferença entre Turismo Atómico e Dark Tourism, uma vez que estas categorias se assemelham e muitas pessoas consideram estes dois tipos de turismo como apenas um segmento de turismo. Entende-se que esta situação acontece devido à falta de informação disponibilizada ou devido aos conhecimentos pouco desenvolvidos sobre o tema em estudo.

Esta necessidade pode ser combatida através da criação de uma proposta ou de uma estratégia que aborde este tema de forma esclarecedora e que permita aos turistas conhecer mais sobre esta realidade – Turismo Atómico.

O turismo tem desenvolvido e expandido as suas diversas áreas ao longo do tempo e muitos turistas praticam vários segmentos de turismo. No entanto, com a evolução tecnológica e com os estudos avançados de diferentes áreas de investigação, surgem, também, novas áreas do turismo ou têm-se praticado áreas que não eram tão conhecidas até há uns tempos. Com esta evolução, emerge o turismo atómico que, até à data, tem pouca informação disponibilizada sobre o tema em questão. Devido a este fator, os autores apresentam uma proposta que, a curto e longo prazo, permite que os visitantes adquiram mais conhecimentos sobre a prática do turismo abordado ao longo deste documento. O objetivo geral é fornecer informações verídicas e informar quais os procedimentos ao praticar este segmento de mercado.

Assim sendo, a proposta dos autores elaborada neste âmbito é a criação de uma entidade oficial que reúna todas as informações sobre o turismo atómico, que explique aos visitantes quais os procedimentos na prática deste tipo de turismo, desde a segurança aos locais que podem ser visitados e que divulgue tudo através de sites e plataformas criadas no âmbito desta entidade oficial.

Para além disso, no decorrer desta proposta, foram estabelecidos os objetivos desta proposta, nomeadamente o crescimento do nicho de turismo em questão; fornecer o máximo de informação real e verídica sobre o tema, uma vez que não existem muitas informações úteis e necessárias à prática deste segmento; informar todas as pessoas e criar ideologias certas para aqueles que ambicionam viajar no âmbito do turismo atómico; abrir novos horizontes tanto para o lado da procura como para o lado da oferta; desenvolver a economia do país, uma vez que é o Turismo que proporciona grande parte dos aumentos ou diminuições do capital de um destino e, por fim, a estimulação da inovação e do desenvolvimento de um destino turístico através de estratégias que proporcionem experiências únicas e memoráveis (efeito recomendação e revisita).

A questão mais prática que foi levantada na discussão desta proposta foi: Como implementar estes objetivos? Para conseguir responder a esta questão, os autores definem três passos igualmente importantes. Em primeiro lugar, é necessário criar uma entidade oficial que seja responsável por toda a informação real que é disponibilizada em qualquer plataforma. Em segundo lugar, dá-se a criação de um site onde contenha esta informação e que seja organizado por diferentes secções deste a introdução e explicação do site à informação sobre os procedimentos que são realizados nestas viagens mais específicas e o que visitar em cada destino. Para além disso, poderá existir, também, uma secção que está destinada a curiosidades e diversas explicações sobre o tema: Turismo Atómico. Em terceiro lugar, existe a necessidade de elaborar pesquisas contínuas para atualizar regularmente as informações que são publicadas. Estas pesquisas podem ser efetuadas através do contacto direto com as instituições responsáveis pelas visitas em cada destino turístico. Para finalizar, não deixa de ser importante ter depoimentos de pessoas que já realizaram viagens no domínio do turismo atómico (estes depoimentos são disponibilizados nas plataformas com o consentimento da pessoa). Existe o site oficial da Organização Mundial do Turismo e, no caso da proposta apresentada, a entidade oficial pode incorporar a OMT. Caso contrário, será uma entidade com características semelhantes à OMT mas direcionada apenas ao desenvolvimento do Turismo Atómico em todos os destinos turísticos.

5. Considerações finais

O turismo nuclear é uma viagem a lugares relacionados com pesquisa e tecnologia nuclear, lugares onde houve explosões atómicas ou lugares relacionados ao uso pacífico ou de guerra da energia nuclear. Incluem: locais de explosões nucleares (cidades bombardeadas, locais de teste de armas, locais relacionados ao uso pacífico de explosões nucleares), locais de acidentes nucleares e acidentes de aeronaves que transportam armas nucleares, museus atómicos, outros locais notáveis de projetos em tecnologia nuclear (Rush-Cooper, 2020). A elaboração deste manuscrito permitiu, numa perspetiva exploratória, abordar um segmento de turismo pouco explorado (cientificamente e pela comunidade) e perceber qual sua a evolução (i.e. tendências, perfil e especificidades). Com a análise dos documentos referidos na revisão de literatura, os autores verificam que existe

pouca informação sobre o tópico de estudo no que concerne a este nicho de mercado turístico (Laylo & Shakhrizoda, 2022). A vontade de desenvolver e explorar este nicho de mercado também permite aos destinos "acidentados" possuir uma rentabilidade económica, sendo que a grande maioria ficou literalmente "cidades-fantasma" após as catástrofes, deixando também uma vertente didática e de sensibilização à sociedade do que não deve voltar a repetir-se. Foi possível verificar que existe um interesse crescente em visitar e conhecer estes locais afetados, não só pela aventura, mas também pela procura de novas experiências, mesmo que envolvam temas e conceitos que aparentem ser desconhecidos. Contudo, este nicho (turístico) permanece ainda camuflado derivado da pouca informação que envolve as visitas, medidas de segurança a tomar, como é feita a organização e planeamento de uma visita a estes locais, deixando mesmo os mais aventureiros mais reticentes quanto à prática do turismo nuclear. Com os resultados obtidos, é possível concluir que ainda existe um obscurantismo por parte das pessoas quanto à prática do turismo atómico, confundindo um pouco a prática deste tipo de turismo com o *dark tourism* num panorama geral, resultante da escassa informação que possa esclarecer os turistas. Numa perspetiva interdisciplinar, a presente investigação reúne *insights* para o marketing territorial, para a gestão de lugares e para a estratégia empresarial em domínios de turismo de interesse especial. Tratando-se de um estudo em torno do turismo atómico, o presente estudo apresenta contributos teóricos e práticos numa lógica de municípios, empresas e stakeholders envolvidos na gestão e marketing de lugares (i.e., investimento de empresas, criação de postos de trabalho e desenvolvimento regional).

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Sensory marketing and the wine tourism activities in the Douro Wine Region: the consumers' memorable experiences

O marketing sensorial nas atividades de enoturismo na região do Alto-Douro Vinhateiro: as experiências memoráveis dos consumidores

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Abstract

Purpose: Sensory marketing can create an interactive, sensory, and immersive experience for the consumer in the physical, mental, emotional, social, and spiritual dimensions, capable of transforming an experience into something unforgettable. The sensory dimension of the tourism sector can elevate the tourist experience through sensations and emotions. However, it is crucial that there is coherence and global harmony between the different stimuli (Agapito, 2022). Wine tourism, and all the elements that make up its offer, are central to building a unique and memorable multisensory experience. The present investigation aims to understand: (i) how the Douro Wine Region is experienced by tourists; (ii) how the region is characterized by tourists at a sensory level.

Methodology: The methodology followed a netnographic analysis of 263 reviews collected between March 2021 and April 2023 on TripAdvisor and Google, from 10 wineries in the Douro Wine Region. Subsequently, the collected data were classified and analyzed using the WebQDA qualitative analysis software.

Results: The main results suggest that the vision subcategories are very important during the tourist experience, with constant allusion to elements such as landscape and scenery in the reviews. Next is the palate, which is mostly characterized by wine and local cuisine, and the audition, where the guided tour and the guide are

repeatedly mentioned. Only a few assessments included information about touch and smell.

Research limitations: The limitations are linked to the subjectivity of the analysis and data collection, and the limited extension of the content of the evaluations. Also, in the characterization of the sample, the identity of the tourists can be questionable, since the online can raise some doubts regarding the authenticity of the data.

Originality: The conclusions of this research allow us to understand the impact that sensations can have in creating a memorable experience for the consumer. In this way, valuable tips are suggested that can be applied by marketing managers to exceed the expectations at the sensory level of consumers who experience wine tourism.

Keywords: *Consumer behaviour; Douro wine region; Experience marketing; Sensory marketing; Wine tourism.*

Resumo

Objetivo: O marketing sensorial detém a capacidade de criar uma experiência interativa, sensorial e imersiva para o consumidor, nas dimensões física, mental, emocional, social e espiritual, capaz de transformar uma experiência em algo inesquecível. A dimensão sensorial do setor turístico detém a capacidade de elevar a experiência do turista por intermédio das sensações e emoções. Contudo é crucial que exista coerência e harmonia global entre os diferentes estímulos (Agapito, 2022). O enoturismo, e todos os elementos que constroem a sua oferta, são fulcrais para a construção de uma experiência multissensorial única e memorável. A presente investigação tem como objetivos: (i) compreender como é que a região do Alto-Douro Vinhateiro é experienciada pelos turistas; (ii) caracterizar e avaliar as experiências dos turistas a nível sensorial.

Metodologia: A metodologia seguiu uma análise netnográfica a uma amostra de 263 comentários recolhidos entre março de 2021 e abril de 2023 nas plataformas TripAdvisor e Google, provenientes de 10 quintas localizadas na região do Alto-Douro Vinhateiro. Posteriormente, os dados recolhidos foram codificados e analisados com recurso ao software de análise qualitativa WebQDA.

Resultados: Os principais resultados sugerem que as subcategorias da visão são bastante importantes durante a experiência do turista, que se reflete na alusão constante de elementos como a paisagem e cenário nas avaliações. Segue-se o paladar que é maioritariamente caracterizado pelo vinho e gastronomia local e a audição onde a visita guiada e o guia são mencionados recorrentemente. Apenas algumas avaliações compreendiam informações sobre o tato e olfato.

Limitações: As limitações prendem-se à subjetividade na análise e recolha de dados, e à extensão limitada do conteúdo das avaliações. Também na caracterização da amostra, relativamente à identidade dos turistas, esta pode ser

questionável, uma vez que, no virtual, podem surgir algumas dúvidas face à autenticidade de alguns dados.

Originalidade: As conclusões desta investigação permitem compreender o impacto que as sensações podem ter na criação de uma experiência memorável para o consumidor. Deste modo, são sugeridas dicas valiosas que podem ser aplicadas pelos gestores de marketing para excederem as expetativas a nível sensorial dos consumidores que vivenciam as experiências de enoturismo.

Palavras-Chave: *Alto-Douro Vinhateiro; Comportamento do consumidor; enoturismo; Marketing experiencial; Marketing sensorial*.

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Visit Route Selection and Experience Outcomes: A study in the context wine tourism

Seleção do Percurso de Visita e Resultados da Experiência: Um estudo no contexto do enoturismo

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Abstract

Purpose: Wine tourism is increasingly understood as more than a winery experience, with visitors exploring and moving through the entire rural wine-producing territory or wine *terroir*. This work aims to study the effects of tourists' route selection strategies based on landscape appreciation criteria on the positive memories of wine tourists, whose experiences go beyond the winery. In light of this relationship, the mediating role of satisfaction with movement experience is investigated. Research on spatiotemporal tourist behavior encompasses two complementary perspectives: a cognitive approach (focusing on the mental processes underlying objective behavior) and a behavioral approach (focusing on effective movements in space during visitation) (Caldeira & Kastenholz, 2020; Xia et al., 2010). As tourists' decision-making mental processes regarding route choice influence objective behavior, these processes are expected to influence time-space experience and its outcomes, such as tourists' memories (Quadri-Felitti et al., 2013). Wine tourists who choose itineraries based on landscape appreciation are expected

to live a more positive experience (Caldeira et al., 2021; Kastenholz et al., 2020), consequently keeping more positive memories. Nonetheless, the satisfaction with the movement experience plausibly intervenes in this impact (Caldeira & Kasteholz, 2018; Xia et al., 2010). Therefore, the study explores the mediating effect of the satisfaction regarding the experience tourists have while exploring the territory of the wine routes (e.g., scenic landscape, adequate signage).

Methodology: Combined with a GPS tracking study in the context of a larger research project , a post-visit questionnaire survey was applied to tourists staying in accommodation units of Bairrada and Dão Wine Routes in Portugal (N = 302), between February 2020 and August 2021. Once informed of the research objectives and methodologies, potential respondents were invited to participate in the research in the hotel on their way out to tour the destination. The target group were leisure visitors in the Bairrada and Dão region, and its selection followed a cluster sampling strategy, specified in time and place (Kastenholz, 2004). For the purpose of this research, three primary themes of the questionnaire, developed by the TWINE research project team, with versions in Portuguese, Spanish, French and English (Kastenholz et al, 2022), were considered: route selection strategies, satisfaction and positive memories. Statistical mediation analysis was performed using SPSS PROCESS macro.

Results: The hypotheses posited were confirmed. The results show that wine tourists have more positive memories when they purposefully choose itineraries that foster vineyard landscape appreciation. Through the conducted mediation analysis, the results suggest that this relationship is significantly mediated by the satisfaction derived from the movement experience.

Research limitations: We must acknowledge the preponderance of Portuguese residents in the sample as a limitation of the study, partially as a result of the restrictions on data collection brought on by the COVID pandemic. Additionally, only guests who agreed to cooperate were included in the data collection. Other intervening factors, such as *terroir*-specific characteristics, wine route configuration and offer, or travel group dynamics, should be taken into account. The study should be replicated in other wine tourism regions to validate the findings. Additionally, a thorough qualitative methodology interviewing both tourists and supply agents (such as wine route agents and tour operators), as well as encouraging discussion among supply agents using focus groups may offer more insights into the space-time behavior of tourists along rural wine routes and insightful considerations on how to possibly plan for a more sustainable dispersion of tourist flows, maximizing benefits for all parties.

Originality: This research fills a gap in the literature. To the best of our knowledge, no studies have examined the interplay between tourist decision-making, positive memories, and the satisfaction derived from the movement experience in the context of wine tourism.

Keywords: *Route selection; tourist movements; landscape appreciation; positive memories; movement satisfaction; wine tourism; rural areas.*

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The influence of a sensory tourism experience in implicit attitudes of Generation Z

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Abstract

Purpose: This research aims to further explore the impact that sensory tourism experiences have on the consumers' behavior, more specifically on generation Z.

Methodology: To achieve this purpose, the authors implement a mixed methods approach that starts with a literature review on the topic followed by an implicit association test.

Results: The results of our study reveal a noteworthy and consistent preference for sensory museums among the participants. The data collected consistently demonstrates that individuals within the study population showed a strong inclination towards sensory museums as their preferred choice of tourism experience. This finding suggests that sensory museums have effectively captured the attention and interest of the participants, indicating a positive response towards the immersive and sensory-rich environment offered by these establishments.

Originality: The results of this study reveal a significant impact of sensory tourism experiences on the behavior and perception of generation Z consumers. These findings are particularly novel as they highlight the potential of sensory tourism experiences as an alternative to traditional tourism experiences for this demographic, providing valuable insights for the tourism industry and suggesting new opportunities for engagement with this group of consumers.

Limitations: The study focuses specifically on generation Z consumers, which may limit the external validity of the findings. It is important to consider that different age groups or demographics might have varying responses to sensory tourism experiences. Therefore, caution should be exercised when applying these findings to other consumer groups. While the mixed methods approach employed in the

study, including a literature review and implicit association test, is valuable, it is important to note that it may not capture the full complexity and nuances of the impact of sensory tourism experiences on generation Z consumers. Other research methods, such as interviews or surveys, could provide additional insights and a more comprehensive understanding of the topic.

1. Introduction

In recent years, the tourism industry has been marked by a shift towards experience. Several studies have highlighted the positive impact of experiential purchases on consumer behavior, such as increased happiness, satisfaction, loyalty, and motivation. Compared to material purchases, experiences have been found to bring greater and more long-lasting happiness. However, despite the growing interest in experiential tourism, little is known about the impact of sensory tourism experiences on consumers' behavior, especially among Generation Z.

This research aims to further explore the impact that sensory tourism experiences have on consumers' behavior. Several authors have determined that consumers benefit from positive feelings such as happiness, joy, pleasure, and excitement (Baloglu, Busser, & Cain, 2019; Mak, Lumbers, & Eves, 2012; Stalmirska, 2023) and attitudes such as loyalty, satisfaction, and motivation (Baloglu et al., 2019; Baloglu, Pekcan, Chen, & Santos, 2004; Burroughs & Rindfleisch, 2002) through the acquisition and consumption of experiences.

Furthermore, the literature also posits that when compared with material purchases, experiences bring greater and more enduring happiness (Howell & Hill, 2009).

The purpose of this research is to understand how generation Z consumers perceive and behave toward a sensory tourism experience. Therefore, it fills the gap in

sensory tourism experiences as an alternative to a more traditional tourism experience approach for generation Z.

Therefore, this study aims to fill this gap by investigating how Generation Z consumers perceive and behave towards sensory tourism experiences compared to a more traditional approach. To achieve this goal, we will conduct an Implicit Association Test (IAT) to reveal unconscious attitudes and preferences. This research has significant implications for the tourism industry, as it could provide valuable insights into how to better engage with this important demographic and provide more meaningful and enjoyable tourism experiences.

2. Literature Review

Generation Z (Gen Z) consumers, born between the mid-1990s and mid-2010s, represent a growing market segment in the tourism industry. As digital natives, Gen Z individuals are highly connected, tech-savvy, and more likely to prioritize experiences over material possessions (Robinson & Schänzel, 2019). In recent years, there has been an increasing interest in the role of sensory experiences in tourism, as consumers seek out unique and immersive experiences that engage all their senses (Go & Kang, 2023).

Several studies have explored Gen Z consumers' perceptions and behaviors toward sensory tourism experiences. For example, some studies examined the role of sensory experiences in shaping Gen Z's preferences for travel destinations (Oncioiu & Priescu, 2022). The authors found that Gen Z individuals value sensory experiences that offer a sense of escapism and a break from their daily routines. They also prefer experiences that allow them to interact with the local culture and natural environment.

In another study, Kim and So (2022) explored Gen Z's attitudes toward sensory marketing in the context of a theme park. The authors found that Gen Z consumers were highly receptive to sensory stimuli, such as sounds, smells, and touch, and that these stimuli had a significant impact on their overall experience. They also found that sensory marketing strategies, such as using scents to evoke emotions or

using interactive technologies to create personalized experiences, were effective in engaging Gen Z consumers.

Similarly, Gao, Zhu, Song, and Dempsey (2022) investigated the effects of sensory stimuli on Gen Z consumers' perceptions of wine tourism experiences. They found that sensory cues, such as the smell of grapes and the sound of wine pouring, were important in shaping consumers' emotional responses and their overall satisfaction with the experience.

Overall, the literature suggests that Gen Z consumers are highly receptive to sensory tourism experiences and that sensory cues play a significant role in shaping their perceptions and behaviors. To attract and engage Gen Z consumers, tourism businesses should focus on creating immersive and multisensory experiences that offer a break from daily routines and allow for meaningful interactions with local culture and natural environments. Additionally, the use of sensory marketing strategies can be effective in enhancing the overall experience and building brand loyalty.

The literature review will theoretically support and answer the following research questions:

RQ1: How does generation Z perceive sensory tourism experiences?

RQ2: How do sensory tourism experiences impact generation Z consumers' behavior?

RQ3: What are the directions for future research and implications on these topics? The authors also proceeded with an implicit association test (IAT) to uncover generation Z consumers' implicit and unconscious attitudes, preferences, and biases (Greenwald & Banaji, 1995), towards a sensory tourism experience.

3. Methodology

An Implicit Association Test (IAT) was employed in this study to uncover the unconscious attitudes, automatic preferences, and hidden biases of young consumers (Gen Z) towards a sensory museum experience versus a more traditional approach. Participants were presented with positive attributes such as

sensorial, exclusive, expensive, creative, modern, authentic, innovative, and interactive, as well as negative attributes like functional, common, cheap, boring, traditional, vulgar, obsolete, and static. The IAT measured the time it took participants to associate these attributes with either the sensory museum or the traditional museum. A faster reaction time to positive attributes associated with the sensory museum would indicate a stronger implicit association between sensory and unique museums in the participants' minds. The study included a sample of 39 young consumers who were pursuing a bachelor's degree in marketing and management, with ages ranging from 18 to 24.

To analyze the data, we used the Kolmogorov-Smirnov test to assess the normality of the variables. We found that the time taken by a participant and the number of stimuli followed a normal distribution, while the errors made by participants did not. Therefore, to compare participants' reactions to sensory and traditional museums, we conducted both a parametric t-test and a non-parametric Mann Whitney test.

4. Results

After conducting the analysis, it was found that there was no statistically significant difference in the time taken or the number of stimuli presented between sensory and traditional museums in the t-tests conducted. However, it was observed that participants spent less time and were exposed to a greater number of stimuli in sensory museums when presented with positive stimuli.

The number of errors per participant was found to be statistically significant, with sensory museums having a lower average number of errors when participants were exposed to positive stimuli. This suggests that positive attributes such as sensorial, exclusive, expensive, creative, modern, authentic, innovative, and interactive are more strongly associated with sensory museums, with a smaller margin of error.

When presented with negative stimuli, participants spent less time and made fewer errors in sensory museums compared to traditional museums. Although the number of stimuli presented did not show statistical significance between participants in sensory and traditional museums, the former had a higher number of stimuli

5. Discussion

The results of our analysis shed light on the impact of sensory tourism experiences on participants' behavior and preferences. Interestingly, we did not find any statistically significant differences in the time taken or the number of stimuli presented between sensory and traditional museums in the conducted t-tests. However, when participants were exposed to positive stimuli, they spent less time and encountered a greater number of stimuli in sensory museums compared to traditional museums. This indicates that positive attributes associated with sensory experiences, such as sensorial, exclusive, expensive, creative, modern, authentic, innovative, and interactive, are strongly linked to sensory museums and are perceived favorably by participants.

Moreover, the number of errors per participant showed statistical significance, with participants making fewer errors when exposed to positive stimuli in sensory museums. This suggests that sensory museums have a smaller margin of error and are more closely associated with positive attributes. This finding further supports the notion that sensory tourism experiences have a positive influence on participants' perceptions and behaviors.

Additionally, when confronted with negative stimuli, participants spent less time and made fewer errors in sensory museums compared to traditional museums. Although the number of stimuli presented did not demonstrate statistical significance between the two museum types, sensory museums still had a higher number of stimuli. This suggests that sensory museums effectively engage participants even in challenging or negative contexts, showcasing their ability to provide immersive and captivating experiences.

Overall, our findings indicate a consistent preference for sensory museums among participants, as evidenced by their shorter time spent, fewer errors made, and stronger association with positive attributes. This suggests that sensory tourism experiences offer unique and appealing opportunities for engagement, making them

a compelling alternative to the more traditional tourism experience approach. These insights have important implications for the tourism industry, highlighting the value of incorporating sensory elements to attract and satisfy Generation Z consumers.

6. Conclusion

In conclusion, this study aimed to investigate the perceptions and behaviors of generation Z consumers towards sensory tourism experiences. The results revealed that positive attributes such as sensorial, exclusive, expensive, creative, modern, authentic, innovative, and interactive are more strongly associated with sensory museums, with a smaller margin of error. Furthermore, participants spent less time and made fewer errors in sensory museums when presented with positive and negative stimuli.

This suggests that sensory tourism experiences have a significant impact on generation Z consumers' behavior and perception. These findings provide insights into the potential of sensory tourism experiences as an alternative to traditional tourism experiences for this demographic.

As for future research, it would be interesting to explore the potential moderating effects of factors such as cultural background, travel experience, and level of involvement with the tourism industry. Additionally, investigating the impact of sensory tourism experiences on other demographic groups beyond generation Z would provide valuable insights into the broader implications of this phenomenon. Finally, understanding the underlying mechanisms that drive the observed behavior and perception in sensory tourism experiences would provide a deeper understanding of the phenomenon and inform the development of more effective sensory tourism experiences.

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Get Ready to Click: A Comprehensive Review of User-Generated Photography on Instagram

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Abstract

Purpose: This study seeks to perform a systematic literature review to explore the concepts of user-generated photography and the use of Instagram in the tourism industry.

Methodology: A comprehensive search was performed in SCOPUS to gather relevant papers to conduct the study. The search resulted in an analysis of 25 papers published between 2014 and 2023.

Results: The results revealed that the growth of social networks, particularly Instagram, impacts tourists' decision-making when planning their trips. Furthermore, the content generated by users and shared on these platforms, especially photographs, impacts various aspects of travellers' experiences.

Research limitations: The articles included in the current review were carried out in different countries and contexts, thereby rendering the generalisation of the results unfeasible.

Originality: The studies on this topic are scarce, so this systematic review frames and strengths the literature about this subject, serving as a reference for future research. The cluster identification sheds light on the current state of research.

Keywords: *User-generated Content; User-generated Photography; Instagram; Tourism; Destination Image; Systematic Literature Review.*

1. Introduction

Despite the general use of photography to record and report tourist experiences, research in tourism remains mainly text-centric (Balomenou & Garrod, 2014). Even

though we live in a visual era and the availability of big data, academic studies associated with photography and Instagram in tourism are still scarce (Balomenou & Garrod, 2019).

By the end of the 2000s, with the emergence of social networks, the scope and speed of photographs skyrocketed on digital channels (Alaily-Mattar et al., 2023). From then on, social networks became platforms full of photographs published by destinations and users (user-generated photographs) (Volo & Irimiás, 2021). Observing the photographs published by destinations, it is possible to establish that they direct their visual communication efforts to social networks to maintain control over the projected image. Additionally, tourists also use these platforms to publish photographs that highlight and report their travel experiences (Gretzel, 2018; Paül Agustí, 2018).

The images published can be classified into two distinct types, as referred to by Phelps (1986). Primary images, or "perceived images", are images posted during the travel experience, being subjective images because they are produced by tourists that are unpaid, impartial, and highly credible (Hunter, 2016; Mak, 2017).

The arrival of digital photography increased the number of photographs captured during trips, which are no longer limited (e.g., family and friends) but shared online with everyone through social networks (Paül Agustí, 2018). The popularisation of social media drove the interrelationships between images and tourism destinations because when tourists photograph a destination and share it with others, they provide a representation of that destination through images that reproduce their perceptions of a particular place (Stepchenkova & Zhan, 2013).

The second type is "projected images" created by different tourist agents (e.g., destination marketing organisations and travel agencies) for promoting tourism destinations. These images are commercial, focusing on characteristics, concepts, and values that destinations want to communicate to potential tourists (MacKay & Fesenmaier, 1997; Picazo & Moreno-Gil, 2019).

The images generated exclusively by tourists and shared online are broadly referred to as user-generated content (UGC), which refers to the content shared on social

media and generated by general tourists, not by paid professionals (Daugherty et al., 2013). User-generated photography (UGP) is a form of UGC that uses visual content format. Through it, tourists expose their perceptions of a phenomenon, object, reality, or vision (Mak, 2017).

Since technological progress has made capturing photographs easier and more accessible through mobile devices, such as smartphones (Chen et al., 2019), social networks focusing on visual content, as is the case of Instagram, have become quite popular among users, causing a noticeable growth in user-generated photographs in the last decade (Li et al., 2023).

Therefore, through a systematic review, the present study intends to contribute to the literature by describing and analysing the current state of research on the subject, understanding the impact of photo sharing on the tourism industry, and its implications for future research. A systematic literature review can be useful and relevant for identifying theoretical perspectives and revealing paths for further research (Snyder, 2019). Specifically, this article aims to answer the following research questions: 1) What is the current state of research on user-generated photographs on Instagram in the tourism industry?; 2) What is the impact of user-generated photos published on Instagram?; 3) What are the topic's implications for future research?

This article is organised into six distinct sections. After the introduction, section number 2 presents the adopted methodology. Section 3 shows the results, and section 4 demonstrates the thematic synthesis. After that, section 5 discusses what was obtained and suggests future research directions. Finally, point 6 shows the conclusion, demonstrating the study's limitations.

2. Methodology

The present study presents the results of a systematic literature review literature on tourism destination photograph sharing in social networks for enhancing destination branding and image. Methodological recommendations point to using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), which provides researchers with important recommendations for preparing a good

systematic review. PRISMA guidelines consist of a checklist with 27 items and a flowchart to help authors to improve the quality of their systematic reviews (Moher et al., 2009). The current review follows the process recommended by Pickering and Byrne (2014): 1) definition of topics and formulation of research objectives; 2) identify keywords and databases and establish criteria for inclusion and exclusion of literature; 3) access databases, filter search results and refine inclusion and exclusion criteria; 4) review relevant articles and summarise them; and 5) synthesise findings and conclusions.

Scopus database was selected to collect data on the articles because it is one of the largest academic databases (Baas et al., 2020). The analysis comprises articles indexed in Scopus until the end of March 2023. The following terms were used in the search field of "article title, abstract, keywords": "Instagram" AND "photography" OR "user-generated photo*" OR "user-generated content" AND "tourism" OR "leisure" OR "travel*" OR "hospitality" OR "cit*" to ensure the inclusion of the relevant literature, resulting in 100 articles.

After this, inclusion and exclusion criteria were applied, and 64 published between 2014 and 2023 were obtained. At this stage, the information related to each article was downloaded to an Excel file. The 64 articles were fully analysed manually. Only articles addressed the topic of Instagram with user-generated photography and tourism were selected. After completing the manual analysis, 25 papers remain for review, as seen in Appendix 1. Figure 1 shows the flowchart for the PRISMA process describing the number of papers identified, selected, and included in this review, according to the PRISMA recommendation.

Figure 1: Prisma Flowchart
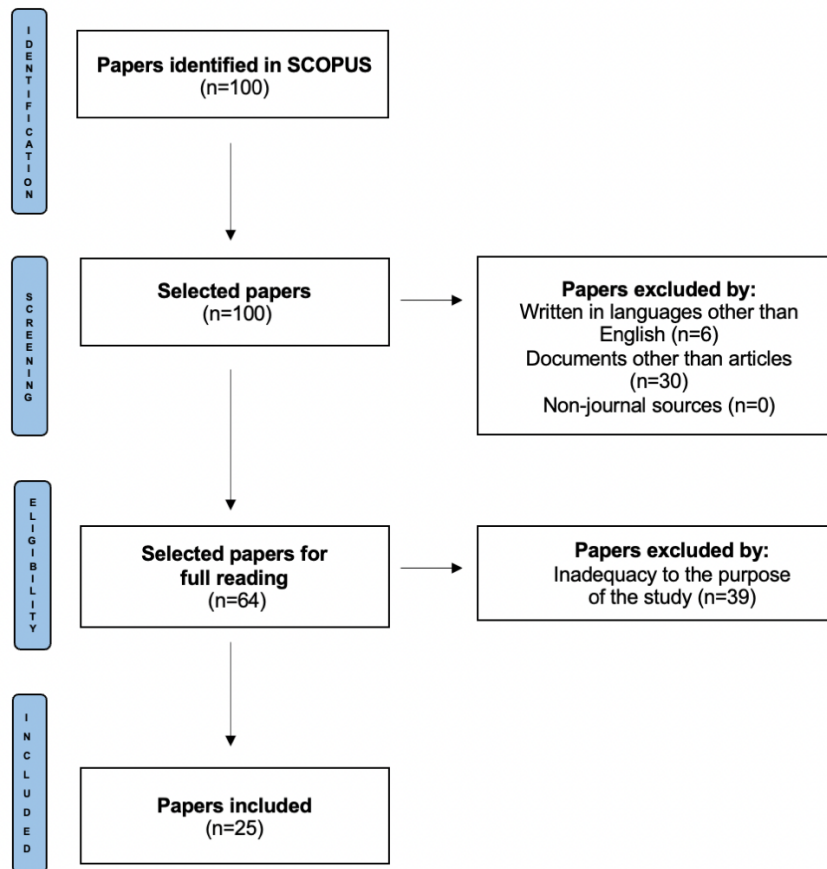
Source: Adapted from Page et al. (2021)

3. Results

3.1. Publications over time

When analysing the studies that relate to the topic under observation, we can identify that the study subject revealed great interest in 2021 and 2022, as seen in Figure 2.

2021 has six publications (24%) related to this subject, and 2022 has the same number of publications. Between 2021 and 2022, 48% of the articles (n=12) present in this systematic review are included, which reveals that the topic is very up-to-date and relevant in academia.

Figure 2: Number of publications over time

Publication year	No. of articles	Weight (%)	Cumulative (%)
2023	1	4%	4%
2022	6	24%	28%
2021	6	24%	52%
2020	3	12%	64%
2019	1	4%	68%
2018	4	16%	84%
2017	3	12%	96%
2016	0	0%	96%
2015	0	0%	96%
2014	1	4%	100%

Source: Own Elaboration

3.2. Publication sources

As can be seen in Figure 3, the 25 articles present in this systematic literature review were published in 21 different journals. Four journals have more than one publication, namely: 1) Tourism Management (2); 2) Annals of Tourism Research (2); 3) Current Issues in Tourism (2); and 4) Sustainability (2 publications). These four journals hold 32% of the articles used in this review.

Most of these papers were carried out in different countries and contexts, and most follow a qualitative approach.

Figure 3: Journals used in this review

Journal	No. of articles	Weight (%)
1. Tourism Management	2	8,00%
2. Annals of Tourism Research	2	8,00%
3. Current Issues in Tourism	2	8,00%
4. Sustainability (Switzerland)	2	8,00%
5. International Journal of Technology Management	1	4,00%
6. Media and Communication	1	4,00%
7. Visual Anthropology	1	4,00%
8. Tourismos	1	4,00%
9. International Review for Spatial Planning and Sustainable Development	1	4,00%
10. Journal of Global Fashion Marketing	1	4,00%
11. Media International Australia	1	4,00%
12. Tourism Management Perspectives	1	4,00%
13. e-Review of Tourism Research	1	4,00%
14. Journal of Destination Marketing and Management	1	4,00%
15. Service Industries Journal	1	4,00%
16. Journal of Outdoor Recreation and Tourism	1	4,00%
17. Journal of Promotion Management	1	4,00%
18. African Journal of Hospitality, Tourism and Leisure	1	4,00%
19. Acta Borealia	1	4,00%
20. Journal of Tourism Futures	1	4,00%
21. PLoS ONE	1	4,00%

Source: Own Elaboration

3.3. Citations over time

The 25 articles include 48 co-authors and count 403 global citations. Total Global Citations (TGC) and Total Local Citations (TLC) scores were used to analyse the articles' importance.

The TGC indicates the number of times the article was cited in SCOPUS. At the same time, the TLC reports the number of times an article was cited within the same literature covered by a specific analysis (in this paper, it is the number of times cited by the 25 articles) (Alon et al., 2018).

Figure 4 shows the quality of publications that had the greatest impact on the addressed literature, based on TGC and LGC, TGC/t (total global citation per year) and TLC/t (total local citation per year).

Paül Agustí (2018) is the most cited paper (67 times). The article addresses the region's attractiveness with three different media: official tourist brochures, travel guides, and user-generated content on Instagram. However, Arefieva et al. (2021) article is the most cited regarding TGC/t, with 25 citations.

About TLC, Paül Agustí (2018) continues to have the highest number of citations. However, when looking at TLC/t, we have Arefieva et al. (2021) with the highest number of citations.

Figure 4: Citations per article

Rank	Authors & Year	Source	TGC	TGC/t	TLC	TLC/t
1.	Paül Agustí (2018)	Annals of Tourism Research	67	13,4	6	1,2
2.	Arefieva, V., Egger, R., Yu, J. (2021)	Tourism Management	50	25	4	2
3.	Iglesias-Sánchez, P.P., Correia, M.B., Jambrino-Maldonado, C., de las Heras-Pedrosa, C. (2020)	Sustainability (Switzerland)	43	14,3	0	0
4.	Filieri, R., Yen, D.A., Yu, Q. (2021)	Tourism Management	39	19,5	0	0
5.	Conti, E., Lexhagen, M. (2020)	Tourism Management Perspectives	30	10	1	
6.	Latorre-Martínez, M.P., Iñíguez-Berrozpe, T., Plumed-Lasarte, M. (2014)	International Journal of Technology Management	30	3,3	0	0
7.	Yu, J., Egger, R. (2021)	Annals of Tourism Research	27	13,5	1	0,5
8.	Acuti, D., Mazzoli, V., Donvito, R., Chan, P. (2018)	Journal of Global Fashion Marketing	18	3,6	1	0,2
9.	Gretzel, U. (2017)	Tourismos	18	3	0	0
10.	Thelander, Å., Cassinger, C. (2017)	Media and Communication	16	2,7	0	0
11.	Deng, N., Liu, J. (2021)	Journal of Destination Marketing & Management	13	6,5	1	0,5
12.	Fayzullaev, K., Cassel, S.H., Brandt, D. (2018)	Service Industries Journal	10	2	0	0
13.	Yuan, Y., Chan, C.-S., Eichelberger, S., Ma, H., Pikkemaat, B. (2022)	Journal of Tourism Futures	9	9	0	0
14.	Toscano, P. (2017)	Visual Anthropology	9	1,5	0	0
15.	Siegel, L.A., Tussyadiah, I., Scarles, C. (2020)	e-Review of Tourism Research	8	2,7	0	0
16.	Paül Agustí, D. (2021)	Journal of Outdoor Recreation and Tourism	4	2	0	0
17.	Barbour, K., Heise, L. (2019)	Media International Australia	4	1	0	0
18.	Zhou, L., Xue, F. (2021)	Journal of Promotion Management	3	1,5	0	0
19.	Chen, Y. (2021)	Sustainability (Switzerland)	2	1	0	0
20.	Ning, D., Yujie, Q., XiaoBin, C., Jing, Q. (2022)	Current Issues in Tourism	1	1	0	0
21.	Siegel, L.A., Tussyadiah, I., Scarles, C. (2022)	Current Issues in Tourism	1	1	0	0
22.	Kim, Y., Son, Y.-H. (2018)	International Review for Spatial Planning and Sustainable Development	1	0,2	0	0

Source: Own Elaboration

3.4. Applied theories

Figure 5 shows that only 24% (6 papers) of the studies analysed report theory-oriented research, compared to the 76% (19 papers) that are atheoretical. Among

the 24%, five use only one theory, and the remaining one uses three theories in their research.

Figure 5: Theories used in the paper selected for the review

| Theories	Frequency
No theory	2
One theory	2
Three theories	2
Theories used	
Practice theory	1
Grounded theory	1
Tourist Gaze theory	1
Destination Brand Love theory	1
Theory of Performance	1
Technology Acceptance Model (TAM)	1
Source Credibility theory	1
Uses and Gratifications theory	1

Source: Own Elaboration

3.5. Keyword co-occurrence over time

Figure 6 presents the keywords co-occurrence analysis. The three most used terms in the publications are Instagram, social media, and photography, respectively. The analysis points out the existence of 3 clusters.

Cluster 1 (red) relates destination image with marketing and tourism photography, which could mean that tourism photographs could be helpful for marketing strategies to enhance destination image.

The second cluster (green) refers to photography, social media, and tourism, showing that the papers with these keywords will refer to how tourism communications use different social networks. The third cluster (blue) relates Instagram with travel photography and user-generated content.

Figure 6: Keywords Co-occurrence
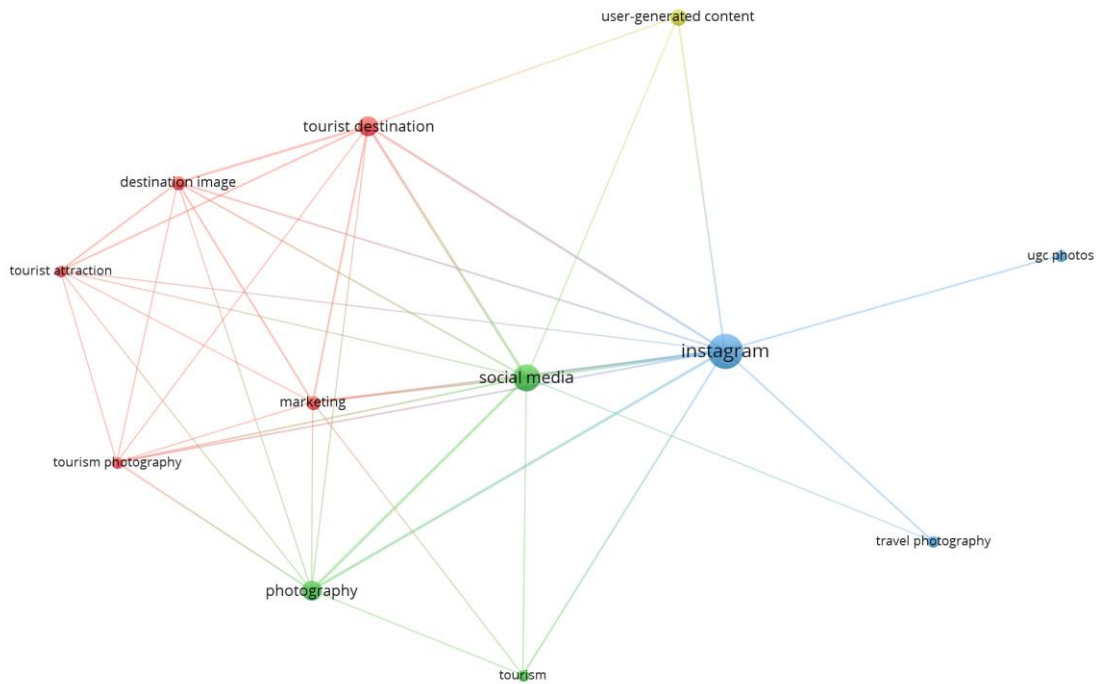
Source: Own Source

4. Thematics synthesis

The presence of photographs on social networks to highlight tourism destinations' features is notorious. Photographs impact tourists, who look to user-generated content as trustworthy. Based on the articles' content, Figure 7 shows that the clusters can be divided into four major categories: 1) perception of destination image; 2) photography as part of the travel experience; 3) the impact of user-generated photos on Instagram.

Figure 7: Identified clusters

Clusters	Articles	No. of studies	Weight (%)
1– Perception of destination image	Arefieva et al. (2021); Fayzullaev et al. (2018); (Iglesias-Sánchez et al., 2020); Acuti et al. (2018); Toscano (2017); Thelander & Cassinger (2017).	6	24,00%
2– Photography as part the travel	Yuan et al. (2022); de Bernardi (2022); Deng & Liu (2021); Paül i Agustí (2021); Siegel et al. (2020); Kim & Son (2018); Gretzel (2017); Alaily-Mattar et al. (2023)	8	32,00%
3– The impact of user-generated photos on Instagram	Paül Agustí (2022); Ning et al. (2022); Siegel et al. (2022); Zhou & Xue (2021); Filieri et al. (2021); Yu & Egger (2021); Conti & Lexhagen (2020); Barbour & Heise (2019); Paül Agustí (2018); Latorre-Martínez et al. (2014); Chen & Ramos (2021).	11	44,00%

Source: Own Elaboration

4.1. Perception of destination image

Tourists favour unique and authentic experiences, making the destination image fundamental in tourism marketing and highlighting the need for cities to remain competitive (Arefieva et al., 2021).

Destination image refers to the influential role that marketing tactics play in shaping the choice of destination among tourists. It is a subjective perception created by each tourist, comprising three parts: 1) the landscape; 2) the projected image; and 3) the perceived image (Fayzullaev et al., 2018).

Furthermore, Fayzullaev et al. (2018) state that a destination image is a digital representation of the general ideas of a destination. Differently from traditional destination images, with the power of digital platforms, tourists can influence the destination's image, shaping a different image from the one that destination marketing organisations (DMOs) are projecting.

The power of digital platforms and the rapid technological changes have forced DMOs to implement strategies that allow them to improve the effectiveness and efficiency of destination marketing to serve the demanding and increasingly active consumers of the tourism market (Iglesisas-Sánchez et al., 2020).

Digital platforms such as social media networks can act as tools for acquiring data, images, videos and opinions, conditioning tourists' perceptions of a destination image and impacting image generation (Toscano, 2017).

Thelander and Cassinger (2017) mentioned that this happens because both professional and amateur photographs can be shared on social media, shaping the perception of a potential tourist toward a particular destination.

Since tourism is an industry with fierce competition, it is necessary to adopt city brand management strategies that allow the creation of competitive identities, enabling cities to communicate their identity to target audiences guaranteeing that the destination image is not being affected by the shared content on social media (Acuti et al., 2018).

4.2. Photography as part of travel

Smartphone technology has changed the scope of onsite travel behaviours and photographic practices since photography became a part of the travel process. In addition, the rise of social media made tourists more involved than ever in promoting the cities (Siegel et al., 2020).

Photographs play an important role in building tourist motivation and decision-making and promoting tourist attractions through different media platforms (Kim & Son, 2018). When shared with other tourists on social media, the photographs represent meanings and values from a destination (Alaily-Mattar et al., 2023).

Tourists take pictures during their trips and share them on social networks to dictate the validity of their experience (Yuan et al., 2022). Photographs inspire potential tourists to visit a certain destination. Tourism is a visual industry where photographs are essential to generate interest in visiting a destination (Siegel et al., 2020).

Gretzel (2017) said that photography has always been seen as a fundamental aspect of the tourist experience, always intertwined with how tourists consume destinations and products.

Everyone creates expectations about a particular destination when they visit it, and this sharing shapes their expectations (de Bernardi, 2022). The photos are intrinsically transmitted to tourists as if it were impossible to travel without getting

involved with some form of photography. The photos published by tourists are unedited representations of a particular place, showing the tourist's view of that place and a reflection of their motivations and emotions (Deng & Liu, 2021).

As a result of reflecting on the motivations and emotions, Paül Agustí (2021) mentioned that women and men have different tourism consumption patterns because men take more photos of attractions, while women tend to share more photos with others.

Kim and Son (2018) noted that photographs impact tourists' decision-making towards a particular location, depending on their purpose. However, the study shows that tourists look for super specific or exotic landscapes so that the photos become more impactful to others, affecting their decision-making.

This industry is increasingly concerned about verifying shared photographs to control the positive and negative impacts they can bring to destinations (Siegel et al., 2020).

4.3. The Impact of User-Generated Photos on Instagram

Lu and Stepchenkova (2015) defined user-generated content as original content posted on public websites or social media with no commercial interest. The exponential growth of Social media causes this content to be frequently generated on platforms such as Facebook and Instagram and includes content produced, distributed, and processed in various applications. However, not all are accepted similarly by researchers (Naab & Sehl, 2017). Instagram stands out as a visually-oriented platform, with photographs proving to be more impactful than textual representations (Siegel et al., 2022). Consequently, Instagram has emerged as the most popular platform for travel planning (Zhou & Xue, 2021).

The power of social media and its impact on tourism destinations is undeniable since it facilitates the interaction and publication of photography intended to share a message about a particular destination (Latorre-Martínez et al., 2014). Everything is just a click away, and social media have led to an increase in tourists sharing photographs of their trips. The images obtained through Instagram help to change the image of a destination because when a tourist decides to visit a destination, he

does it based on a set of images (Paül Agustí, 2022). As a result, large volumes of photos shared by users shape the perception and behaviour of tourists toward destinations (Ning et al., 2022). However, tourists are tired of unrealistic images, questioning the credibility of cities' social media posts shared by DMOs, and looking at user-generated photos as more reliable since it shows the "real world" (Zhou & Xue, 2021). They desire photos which show connections between feelings, places, relationships, and tourists. When published online, tourists share their emotions with others, adding value to a certain destination (Barbour & Heise, 2019).

Travellers declare their love for the destination through photographs showcasing specific attributes of the destination (such as its natural and architectural features, people and food), accompanied by positive emotions (such as attractiveness, pleasure, enchantment, belonging and intimacy) (Filieri et al., 2021).

Regarding emotions, Yu and Egger (2021) state that colour influences tourist experiences and emotions, with blue contributing to user engagement in photos of natural landscapes, high-end cuisine, and sacral architecture. Red and orange enhance photographs of local delicacies and the environment, while violet and warm colours are crucial for urban landscapes and interior design.

Tourists actively share unique experiences on social media, thanks to digital photography. This constant presence has significantly influenced the tourism industry (Paül Agustí, 2018).

5. Discussion

This study highlights the increasing academic interest in the subject, as Figure 1 shows that 48% of articles on this topic were published between 2021 and 2022. This article confirms the significant attention to the subject by scholars. However, the limited existing literature underscores the need for further research.

5.1. Main findings

User-generated content is spreading rapidly on the Internet, especially on Instagram, becoming imperative for building and adjusting or shaping a city's image. Although the oldest article in this review dates to 2014, the academic interest in the subject is quite recent. According to the topic analysis, the literature review shows

that the research focuses on three major themes: 1) Perception of destination image; 2) Photography as a part of travel; and 3) The impact of user-generated photos on Instagram. Our conclusions confirm that photographs are essential to today's travellers' experience. They have great power and impact on tourists, generate motivation to visit a certain destination, and can add value to cities, making them attractive. Furthermore, travellers see photos as more attractive and reliable than traditional methods. Tourists consider this content as representative of the "real world".

5.2. Future research directions

Technological development revolutionised how people think about their trips. Through the article's analyses, some suggestions for future research have emerged. Analysing how user-generated photos could help improve cities' brands is important. Additionally, assessing the credibility of user-generated photos on social media is essential, as some sources may disseminate inaccurate information. Furthermore, comparing different platforms that facilitate the publication of user-generated photos, such as review websites *versus* applications based on visual content, is necessary. In addition, it is important to verify user-generated photos' impact on eWOM.

6. Conclusion

The analysed articles demonstrate the positive effects and advantages of adopting user-generated content, especially photographs, in the tourism industry. Since Instagram is a predominantly image-based social network, the platform allows for daily content generation, providing diverse information and opinions for potential tourists.

This study reveals that several aspects can determine the interaction on the part of tourists, such as the colour associated with the images. Tourists' active information generation lends greater relevance and perceived reliability to the content compared to promotional efforts by destination marketing organisations. As a result, potential tourists gain access to pertinent information for decision-making and identifying the points of interest of their chosen destinations. Therefore, it can be argued that companies within the tourism sector must stay up-to-date with technological

advancements and implement strategies that allow them to maintain a coherent destination image. This involves proactively addressing and managing potentially negative situations arising from user-generated content shared on social media platforms.

It was possible to observe that research on this subject is still scarce. Many of the studies collected in the initial phase but not selected for the final sample address the photography but still do not relate it to user-generated content or the potential of Instagram for promoting destinations.

With this review, it was possible to answer the research questions, verify what the current state of research was related to user-generated photos on Instagram in the tourism industry; observe the impact of user-generated photos on Instagram; and, finally, identify the implications of the study topic for future research are.

7. Study Limitations

This systematic review has some limitations. Firstly, it is possible to have excluded relevant information due to the specific focus of the review. Secondly, the limited number of articles analysed, conducted in diverse countries and contexts, prevents the generalisation of the results. Lastly, the study's reliance on the SCOPUS database may have overlooked valuable literature from other databases.

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Appendix

Figure 8: Papers used in this review

Authors (year)	Journal	Title
Alaily-Mattar et al., 2023)	PLoS ONE	The performance of exceptional public buildings on social media–The case of Depot Boijmans
Yuan et al. (2022)	Journal of Tourism Futures	The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures
Ning et al. (2022)	Current Issues in Tourism	Seeing is visiting: discerning tourists' behavior from landmarks in ordinary photos
de Bernardi (2022)	Acta Borealia	Sámi tourism in marketing material: a multimodal discourse analysis
Paül Agustí (2022)	African Journal of Hospitality, Tourism and Leisure	Projected and Perceived Tourist Image of a Destination: A Regional-Scale Comparison Based on Travel Guides and Instagram in Senegal
Zhou & Xue (2021)	Journal of Promotion Management	Effects of Instagram User-Generated Content on Travel Inspiration and Planning: An Extended Model of Technology Acceptance
Siegel et al. (2022)	Current Issues in Tourism	Cyber-physical traveler performances and Instagram travel photography as ideal impression management
Y. Chen & Ramos (2021)	Sustainability	Public perception of tourism cities before and during the COVID-19 pandemic through the lens of user-generated content
Paül Agustí (2021)	Journal of Outdoor Recreation and Tourism	Mapping gender in tourist behaviour based on Instagram
Fayzullaev et al. (2018)	The Service Industries Journal	Destination image in Uzbekistan–heritage of the Silk Road and nature experience as the core of an evolving Post Soviet identity
Yu & Egger (2021)	Annals of Tourism Research	Color and engagement in touristic Instagram pictures: A machine learning approach
Arefieva et al. (2021)	Tourism Managemet	A machine learning approach to cluster destination image on Instagram
Filieri et al. (2021)	Tourism Management	#ILoveLondon: An exploration of the declaration of love towards a destination on Instagram
Deng & Liu (2021)	Journal of Destination Marketing and Management	Where did you take those photos? Tourists' preference clustering based on facial and background recognition
Iglesias-Sánchez et al. (2020)	Sustainability	Instagram as a co-creation space for tourist destination image-building: Algarve and costa del sol case studies
Siegel et al. (2020)	e-Review of Tourism Research	Does social media help or hurt destinations? A qualitative case study
Conti & Lexhagen (2020)	Tourism Management Perspectives	Instagramming nature-based tourism experiences: a netnographic study of online photography and value creation
Barbour & Heise (2019)	Media International Australia	Sharing #home on Instagram
Paül i Agustí (2018)	Annals of Tourism Research	Characterizing the location of tourist images in cities. Differences in user-generated images (Instagram), official tourist brochures and travel guides
Acuti et al. (2018)	Journal of Global Fashion Marketing	An instagram content analysis for city branding in London and Florence
Kim & Son (2018)	International Review for Spatial Planning and Sustainable Development	The role of tourist behaviour in the determination of tourist attractions: Emerging tourist destinations in Jeju Island, South Korea through self-wedding photography
Gretzel (2017)	Tourismos	The visual turn in social media marketing
Toscano (2017)	Visual Anthropology	Instagram-City: New Media, and the Social Perception of Public Spaces
Thelander & Cassinger (2017)	Media and Communication	Brand new images? Implications of instagram photography for place branding
Latorre-Martínez et al. (2014)	International Journal of Technology Management	Image-focused social media for a market analysis of tourism consumption

Source: Own Elaboration

Birth Tourism: a potential niche market for Portugal

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Abstract

Purpose: The health sector is among the fastest-growing clusters in the world economy, and health tourism is a growing sector within the tourism industry (Roman et al., 2022). Health or medical tourism is not a new or even recent phenomenon since, for a long time, people have travelled to other countries in search of medical treatments and health services (Bookman & Bookman, 2007). Medical conditions and financial factors are the main predictors of choosing a treatment destination (Gaines & Lee, 2019). Portugal is already on the route of health tourists. The Portuguese National Health System was classified as having a solid ranking in privacy, patients' rights, and accessibility features, ranking it as the thirteen best in Europe (Björnberg & Phang, 2019). A narrower concept of medical tourism that has aroused increasing interest among academics from different areas of knowledge (Gant, 2015; Cheng, 2016; Heaton & Dean, 2016; Choi & Lai, 2020; Lim et al., 2020; Kang, 2020; Allotey & Kandilige, 2021; Brar et al., 2022; Folse, 2023), politicians, and lawmakers, is birth tourism. Birth tourism refers to the practice of non-residents women giving birth in a country outside of their own for a variety of personal reasons, such as: (i) to obtain citizenship for the infant based on *jus solis, (ii)* the host country's lower costs of healthcare (compared to home country), (iii) the perception of safer medical care in the host country and (iv) and new-born access to a variety of social and economic benefits. Although this practice is relatively insignificant in Europe, it is a booming industry in the United States of America and Canada because both countries' law automatically gives citizenship to babies. This growth in birth tourism has raised strong concerns and controversies concerning the potential misuse of citizenship laws and pressure on healthcare resources.

Despite the controversy that can arise around tourism by birth, interest in this form of tourism continues to grow and will continue to do so as long as the economic and social asymmetries in the world remain. Thus, it is important for countries to balance the benefits of these practices with their potential drawbacks and to establish regulations that ensure ethical and safe procedures for all stakeholders.

In this study, we intend to address a general picture of the birth tourism industry by focusing on contemporary issues surrounding birthright citizenship and its

impact. We frame Portugal in this theme, evaluating the benefits of promoting this type of tourism.

This study is particularly relevant for Portugal because although few children are born to birth tourists, the issue has recently received significant attention from the media and politicians. The media aroused interest in the birth tourism industry after the death, in August 2022, of an Indian woman with preeclampsia, described by the press as a 'tourist'. This case gained such proportions that it led to the resignation of the Minister of Health. Although birth tourism is not exactly new in Portugal, the origin of pregnant women has diversified. If previously the women who resorted to this practice came from the PALOP, they are starting to come from Asia.

Moreover, Portugal recently took a big step towards pure *ius soli* (right of soil) with the 2020 amendments to the Portuguese nationality act. Finally, Portugal has a top-quality competitive healthcare system that inspires confidence. The healthcare system is compounded with state-of-art equipment, technological solutions and a modern hospital network with highly qualified professionals. The quality of care in Portuguese hospitals is well-classified according to international standards.

Methodology: This research has an exploratory character. Due to the difficulty in capturing birth tourism's true extent, we rely on secondary data to address the countries with prevalent birth tourism worldwide and the evaluation and impact of this industry sector in Portugal.

Results: We found that the USA and Canada are the countries chosen, par excellence, by foreign pregnant women to have children. For example, in Canada, between 2010 and 2020, the number of non-resident births increased by 81.1% (Griffith, 2021). This growth (accentuated in the USA) has its genesis in the very permissive birthright citizens' laws that grant nationality to babies born on their soil, regardless of the parent's citizenship status. This 'right of soil' or automatically granting citizenship of the country of birth also applied in 10 of the 27 European Union (EU) member states, namely: Belgium, Germany, Greece, Ireland, Spain, Luxembourg, Netherlands, France, Czech Republic and Portugal, but with some restrictions. Portugal is among the EU member states where obtaining citizenship by right of soil is easier. Children born in Portugal to foreign nationals can become Portuguese citizens at birth, provided at least one parent has lived in the country for at least one year, irrespective of legal status. In 2020, Portugal expanded its *jus solis* law to its current form since, until then it required the residence of one of the parents in the country for a minimum of two years. The Portuguese law is now a genuinely mixed system of *ius soli* and *ius sanguinis*, without the clear prevalence of one of these criteria.

Interestingly, in matters of citizenship law, countries follow opposite directions. While some countries like USA and Canada, with great traditions in birth tourism, are taking measures to curb this practice, such as denying automatic citizenship to children born to non-citizen parents, countries like Portugal are moving towards facilitating this tourism segment.

Portugal can significantly benefit from encouraging this market segment for two main reasons. First, birth tourism could offset the country's low fertility rate. Portugal has one of the lowest fertility rates in the world, and in 2021, it reached

the 4th lowest fertility rate in the European Union. While the fertility rate fell in Portugal from 1.41, in 2020, to 1.35, in 2021, it progressed in the European Union, reaching 1.53 children, per woman, in 2021 (Eurostat, 2023). The number of children born in Portugal dropped by 17.5% between 2010 and 2022 (from 101.381 births to 83.671 respectively). However, while the number of children born to Portuguese mothers decreased by 23.1%, the number of children born to foreign mothers increased by 29.8% in the same period (FFMS, 2023). Second, birth tourism may be a driver of Portugal's economic growth associated, for example, with spending by mothers and their companions on food, accommodation, and eventual local tourism activities, increased employment opportunities in the healthcare sector and related industries, and with the increase in the active population.

Originality: This study is the first to highlight the potential for Portugal of birth tourism as a niche market.

Keywords: *Health tourism; Medical tourism; Birth tourism; Healthcare sector*.

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The operational bases of Ryanair: spatial structure, connectivity and impact on airports performance

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Abstract

Purpose: The implementation of Air Transport Deregulation Process in Europe (supported by 3 deregulation and liberalization legislative "packages", adopted by the EU governing authorities in 1987, 1990 and 1993) led to the origin and expansion of low-cost carriers (LCC) and provided them with the opportunity to create new dynamics in the market, add routes and frequencies in many European airports, mainly the ones where the charter operation had more expression for several decades. With ubiquitous networks, covering European Union, Balkan countries and North Africa, LCCs nowadays have a strong presence at many national and international markets, offering growing trends of network development and passenger traffic numbers, offering lower fares to different destinations which helped the development of a bigger market.

Altogether with the development of the market, European LCCs had created along the last two decades, new business strategies, not only based on the provision of lower fares and simple product and service, but also on the adequate development of new operational bases in many different countries and airports (based on terms and conditions offered by airports and regional authorities), helping them to enter in different markets and develop new routes and services.

The strategy development resulted in the airlines' expansion of routes and network along the continent, creating a new demand, development of new service concepts at the airports (i.e. ground handling), creating more job opportunities and new tourism services. The existing research proves the pertinence of the topic of the impact of LCCs at national (Portugal (Costa, Almeida, 2015), Spain (Rey, Myro, Galera, 2011), Malta (Graham, Dennis, 2010).), Croatia (Mandic, Petric, 2017), and international (European Union) scales.

The main objectives of this research are: i) to analyze the spatial structure and connectivity of the operational bases of Ryanair, the largest European low-cost carrier, in Europe and North Africa; ii) to investigate the impact of the carriers' operating base opening or closure of passenger traffic (and, as a result, on airport hierarchy).

Methodology: The methodology of the present investigation has different steps:

i) In order to evaluate the historical dynamics and current number of operational bases of Ryanair in European airports, the authors collected the data directly from the corporate Ryanair website and at annual reports; in order to check all the new open bases and also closed bases, the previous financial reports of the airline had been monitored, as well as airports' official web pages and related media sources (i.e. local newspapers, reports, etc.).

ii) In order to assess the operating bases' connectivity, authors examined the number of routes available per each operational base for Summer 2023 Schedule in order to understand the structural and geographic peculiarities of routes and destinations offered per airport and per country (the data was also obtained from the Ryanair website).

iii) In order to evaluate the impact of the opening (or closure) of the airlines' operating base on passenger traffic, the authors collected data about the number of passengers per airport in the year before the operational base opening and after two years. The data was collected from airports web pages of national statistic offices.

iv) The analysis of changes in the airport hierarchy is based on the dynamics of passenger traffic (number of passengers carried); airports categories are taken from the European Commissions' "Atlas of the Sky" information portal (EC, 2023).

The collected data was structured in database, part of which was imported into geospatial software for further spatial data analysis and visualization (GIS mapping was carried in ArcGIS 10.4).

Results: The collected data allow authors to understand the spatial patterns of the network created by Ryanair during the last two decades. The model of the geographic concentration of the operational bases, that was designed for 2009, 2020, and 2023 had proved the territorial expansion of the network of bases and outlined the areas with the highest density of the operational bases (with 2 types of spatial clusters - economic and financial centers, tourist destinations, see Fig. 1).

Figure 1: Spatial distribution of Ryanair operational bases, by type, 2020
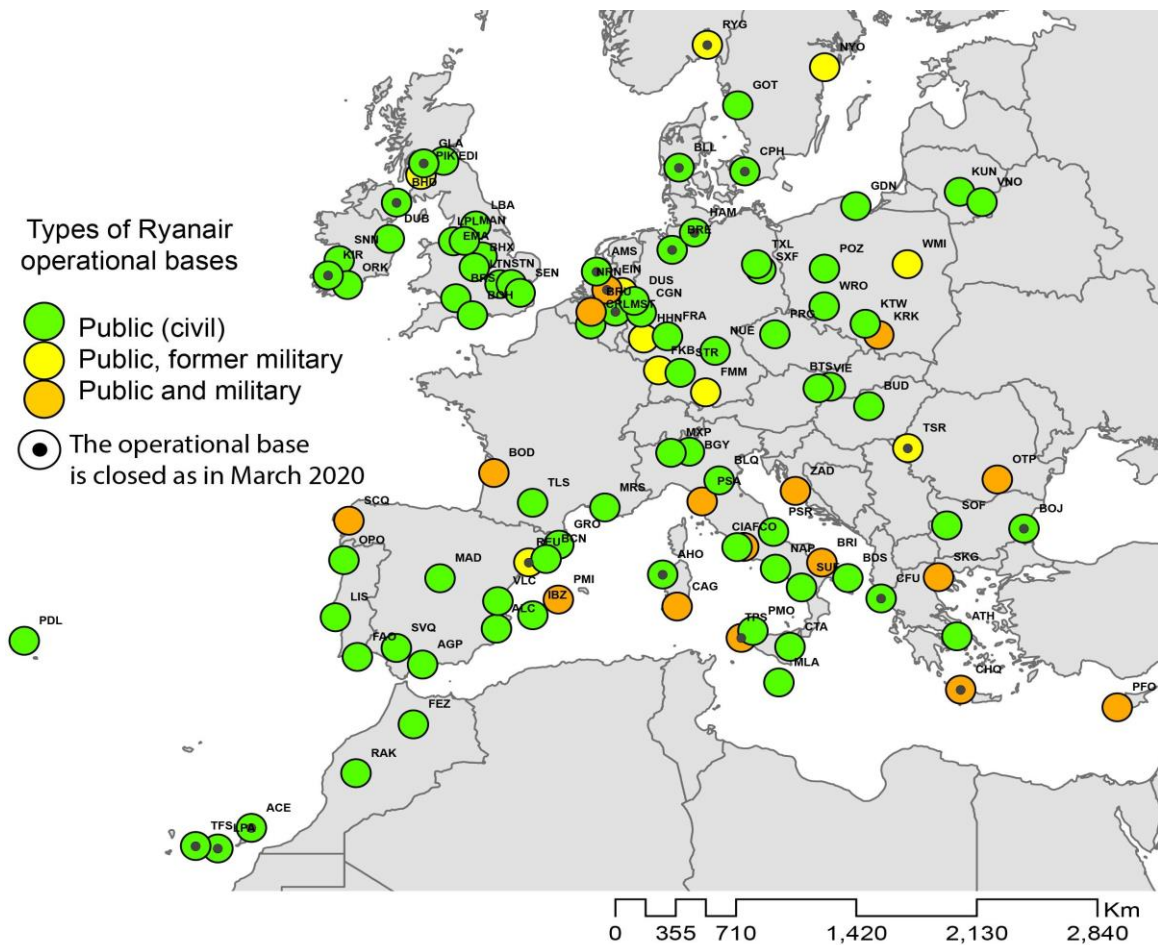
Source: authors' own elaboration based on Ryanair Group annual report 2020 and airports data

Note: due to the COVID-19 outbreak in 2020 Ryanair Group had decided to postpone the re-opening the operational base in Zadar (ZAD), Croatia

According to the results the spatial structure of operating bases is characterized by several waves of expansion (from the UK and Ireland to Western Europe (1st wave), followed by tourist destinations in Southern Europe (2nd wave) and Eastern Europe (3rd wave; adapted from Rekowski, 2012; Bowen, 2019).

In the selected airports of Ryanair presence, the opening of the operating base resulted in connectivity growth. The most connected bases for Summer 2023 are London Stansted (163 routes for 29 countries), Dublin (138 routes for 30 countries), Brussels Charleroi (117 routes for 27 countries) and Milan Bergamo (115 routes for 33 countries; Ryanair, Flight Connections, 2023).

The analysis had shown that in general the opening of an operating base had a positive impact on passenger traffic, as well as on airport hierarchy. Passenger traffic growth for the majority of airports can be related to the entrance of the LCC,

as well as to the opening of the operating base and on the number of aircrafts stationed and on number of new destinations offered.

The LCC entrance and opening of operating base had a positive impact on an airport hierarchy, which resulted in the growth from smaller to larger category – i.e. from Category C (Large regional airports) to Category A (Large community airports) – like in case of Porto airport.

Research limitations: The article only uses open data regarding the location and number of Ryanair operational bases, number of passengers in each airport and routes available for Summer 23 Schedule. In order to add more information, it would be interesting to add other data concerning tourism performance (i.e. number of tourist arrivals/departures) of each destination in order to understand the real economic and social impact of the Ryanair presence.

Another limitation of this research is the dynamic situation with operating bases openings and closures, as far as the studied low-cost airline is famous for its aggressive positioning at the market, and can open or close the base at short notice (based on financial terms and conditions (airport fees), load factors or other factors, which should be taking into consideration during further research).

Originality: This research is very actual and based in data that needs to be collected every 6 months to be updated for Winter and Summer, has LCC have different dynamics along the year. Also, it is not common to find research that uses this type of information. In a near future researchers would like to develop a bigger analysis with the help of researchers from different countries that could allow to identify new and different data and to interpret them in the geographic context under analysis.

Keywords: *Low cost carriers; Tourism; Operational bases; Ryanair; Airlines.*

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Validating Sustainable Food Practices: A Path Analysis of the CASHP Model in Hotel F&B Departments

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Abstract

Purpose: This study critically examines the determinants of sustainable food practices in hotels using the Food Practices Commitment Questionnaire (FPCQ) (Simões et al., 2023), which is grounded in the Commitment Analyses of Sustainable Hotel Food Practices (CASHP) model (*idem)*. This model innovatively integrates intellectual and affective constructs derived from the Social Cognitive Theory (SCT) (Bandura, 2001) and the Theory of Planned Behaviour (TPB) framework (Ajzen, 1991). The primary objective of the study is to test the reliability and validity of the FPCQ and identify the factors influencing hotel commitment to sustainable food practices (Jones et al., 2016), a topic that has not received sufficient attention in the existing literature (Filimonau et al., 2021). The study offers in-depth insights into the decision-making processes of hotel food and beverage (F&B) departments. Given the growing importance of sustainability in the hospitality industry (Milani, 2008), these findings can help in the development of effective strategies and interventions to promote sustainable practice.

The purpose of this study is to investigate the factors influencing sustainable food practices within hotel F&B departments. The study aims to enhance understanding of such practices within the hospitality sector, examining the interplay of various factors such as attitudes towards sustainable food practices, subjective norms, perceived behavioural control, and intention to implement such practices. The findings of this study can be used to develop effective strategies to encourage sustainable practices within the industry, thus contributing to the

broader goal of sustainability in hospitality. The findings provide valuable insights for hotel managers, policy makers, and other stakeholders in the hospitality industry, enabling them to develop strategies to encourage environmentally friendly behaviours within their establishments.

Methodology: The study uses a quantitative cross-sectional research design, employing a survey questionnaire to collect data from 75 hotels in Portugal. Data analysis involved descriptive statistics, and Path Analysis, a structural equation modelling technique.

Results: The data collected includes information on factors such as the hotel's category, opening date, food-related certifications, qualifications of the head of the F&B department, and the respondent's birth date. The majority of hotels in the sample were 4 and 5-star establishments, and many held food-related certifications such as HACCP. The Food Practices Commitment Questionnaire (FPCQ) demonstrated good reliability and validity, indicating its potential as a useful tool for assessing and enhancing hotel commitment towards sustainable food practices. Path analysis revealed complex relationships between the constructs, validating the Commitment Analyses of Sustainable Hotel food Practices (CASHP) model and leading to the development of an upgraded CASHP 2.0.

Originality: This study contributes to the literature on sustainable practices in the hospitality industry by providing insights into the factors that influence a hotel's commitment to implementing sustainable food practices. This research stands out for its innovative integration of the Social Cognitive Theory and the Theory of Planned Behaviour, two well-established theories in behavioural science, to understand pro-environmental behaviours. The comprehensive behavioural model presented in this study fills a significant gap in the existing literature.

Keywords: *Eco-friendly food initiatives; Dedication to sustainability; Hotel industry; Behavioural theories; Path Analyses; CASHP framework.*

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Made of Soul – Creative tourism in Low-density territories

Feito de alma -Turismo criativo em territórios de baixa densidade

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Abstract

Purpose: This paper aims to reflect on the importance of creative practices stimulated by associations and local entities for the development of low-density territories.

Methodology: An exploratory approach was followed, resorting only to a bibliographical analysis of 4 associations installed in low-density territories, elaborating a brief description of their objectives and activities.

Results: The results obtained highlight the importance of local associations as triggering entities of creative practices that can enhance and invigorate, through innovation, the rural memory, creating differentiation and competitiveness in low-density territories.

Research limitations: The main limitation of the article is its exploratory nature, being based only on an analysis of secondary data and research articles about the 4 associations analyzed.

Originality: Despite the target associations of this study having been previously analyzed, their activity and effects on the territories where they operate are integrated, resulting in the originality of this study.

Keywords: *Creative Tourism; Low-density Territories; Local Development Association.*

Resumo

Objetivo: Este artigo tem como objetivo refletir acerca da importância das práticas criativas estimuladas por associações e entidades locais para o desenvolvimento de territórios de baixa densidade.

Metodologia: Foi seguida uma abordagem exploratória, recorrendo-se unicamente a uma análise bibliográfica de 4 associações instaladas em territórios de baixa densidade elaborando uma breve descrição dos objetivos e atividades.

Resultados: Os resultados obtidos evidenciam a importância das associações locais como entidades despoletadoras de práticas criativas que podem potenciar e revigorar, através de inovação, a memória rural, criando diferenciação e competitividade aos territórios

Limitações: A principal limitação do artigo é a sua natureza exploratória, sendo baseado apenas numa análise de dados secundários e artigos de investigação sobre as 4 associações analisadas.

Originalidade: Apesar de as associações alvo deste estudo já terem sido previamente analisadas é feita uma integração da sua atividade e efeitos nos territórios onde desenvolvem a sua atuação resultando desse facto a originalidade deste estudo.

Palavras-Chave: *Turismo Criativo; Territórios de baixa densidade, Associações de Desenvolvimento Local*

1. Introdução

O desenvolvimento de programas criativos em ambientes rurais, baseados no património imaterial e no dia-a-dia da comunidade local, pode tornar-se uma forma de preservar tradições e modos de vida (Richards, 2019), já que existe nos territórios rurais de pequena densidade um crescente envelhecimento da população, onde as raras oportunidades profissionais levam os jovens a sair da região, não existindo dinamização social e oferta artística regular e diversificada devido à atual centralização territorial e cultural nas zonas urbanas (Sousa, 2019; Correia et al., 2023).

É necessário compreender o percurso socio-histórico de uma região para se identificar a sua identidade, características da população e território. Se existir

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um turismo criativo bem planeado é possível ao turista emergir na cultura e história do destino que visita (Marujo et al., 2020a).

O turismo criativo em Portugal está ainda numa fase muito primária, no início do seu desenvolvimento, em que todas as organizações que oferecem estes serviços ainda enfrentam muitos desafios. Realizar um levantamento de recursos materiais e humanos existentes num território é uma das fases mais importantes para desenvolver um programa de turismo criativo, o que poderá ser um processo demorado. Umas das fases importantes também é a da capacitação das pessoas e organizações, e deve ser feita de forma muito próxima e co-criativa, e o planeamento das atividades deve ser dinâmico e adaptar-se à medida que as atividades decorrem (Borges et al., 2020).

Perante o turismo criativo, estas organizações da sociedade civil, sem fins lucrativos, podem ter um papel importante pois detêm uma grande proximidade aos territórios, às suas comunidades e recursos endógenos (Borges et al., 2020). Representam a sociedade civil olhando aos seus interesses e direitos perante o poder político e económico (David & Abreu, 2010).

As associações de desenvolvimento local têm pleno conhecimento do território, das suas necessidades e recursos e suas populações. Baseando-se na sua experiência reconhecem também as iniciativas locais a implementar para criar estratégias para o desenvolvimento do turismo no espaço rural, tendo assim uma posição privilegiada, junto com outros parceiros locais (David & Abreu, 2010). Ao desenvolver experiências criativas em zonas de baixa densidade e isoladas, estas associações de desenvolvimento local, comunidades e grupos, procuram conectar o território ao mundo. A promoção da cultura através de associações e entidades locais que reconhecem as diversidades locais, é fundamental para valorizar projetos que envolvam tradição, colaboração e comunidade (Girouard, 2021).

Tendo em conta esta relevância as associações e entidades locais o presente artigo pretende analisar alguns casos de sucesso e refletir sobre como locais de baixa densidade podem sair do isolamento e desertificação a que estão sujeitos, através da criatividade, do turismo e do desenvolvimento de atividades culturais e criativas, com a ajuda de associações e entidades locais.

2. Revisão de Literatura

A criatividade no turismo, permite desenvolver novos produtos ou experiências, novas formas de consumo e novos espaços, sendo uma boa estratégia de desenvolvimento turístico (Richards & Wilson, 2007), pois ela acrescenta algo de novo aos produtos culturais existentes, demonstrando ser uma valiosa forma de inovação (Richards & Wilson, 2006). Para se ser criativo é necessário incentivar as pessoas a serem curiosas, estimula-las à curiosidade, despertando imaginação, para surgirem novas ideias, processos, tecnologias, produtos e serviços (Landry, 2011).

O conceito de turismo criativo começou a ser referido em meados dos anos 90, quando investigadores e profissionais pretendiam encontrar formas de vender produtos artesanais a turistas com intuito de aumentar as suas fontes de rendimento (Richards, 2005).

Richards e Raymond (2000) definiram turismo criativo como um desejo por parte dos visitantes, de interagir com as comunidades do destino que visitam, e aprender mais sobre a sua cultura, participando juntamente com os residentes locais em cursos e experiências, desenvolvendo o seu potencial criativo (Richards & Raymond, 2000).

O turismo criativo pode ser entendido como uma alternativa à reprodução de turismo em série, e as atividades e experiências desenvolvidas devem ser originais e características do local onde se realizam (Richards, 2009). "Depois da sociedade do trabalho se ter transformado na sociedade da informação e do conhecimento, parece caminharmos para uma sociedade criativa" (Girouard, 2021, p.44). Para a experiência criativa ser autêntica, não depende apenas do contexto onde está inserida, mas também da imaginação e habilidade do participante. Quem gere processos criativos deverá não só procurar a inovação na experiência mas também olhar ao potencial criativo do turista, não o vendo apenas como simples consumidor de experiências (Richards & Wilson, 2006).

Pode considerar-se o turismo de experiências não apenas como um conjunto de atividades para consumir, mas sim a busca de sensações. Atualmente o turismo criativo representa a união da história, da natureza e da tradição (Girouard, 2021), já que acolhe a cultura e o património e através da interação entre turistas

e residentes dos destinos, promove experiências autênticas para diferentes segmentos de turistas. Tem também um impacto positivo na sustentabilidade de um território ao ajudar no desenvolvimento de comunidades, preservando e protegendo a sua cultura e ambiente. Ao demonstrar a sua sustentabilidade na promoção do turismo, é um exemplo de boas práticas (Cayeman, 2014).

2.1. Turismo criativo em locais de baixa densidade

Existe nos territórios rurais de pequena dimensão um crescente envelhecimento da população, e as raras oportunidades profissionais, levam os jovens a não se fixarem nessas regiões. Devido à atual centralização territorial e cultural nas zonas urbanas não existe dinamização social e oferta artística regular e diversificada. Estas consequências atrasam o desenvolvimento dos territórios de baixa densidade, que sentem a necessidade de encontrar estratégias criativas e diferenciadoras para potenciarem o seu desenvolvimento (Sousa, 2019).

O desenvolvimento de programas criativos em ambientes rurais, baseados no património imaterial e no dia-a-dia da comunidade local, pode tornar-se uma forma de preservar tradições e modos de vida. Estes destinos de pequena dimensão deverão perspetivar a criatividade como uma forma de estar e de pensar, desenvolver o potencial turístico do local e evitar ter modelos de turismo criativo iguais aos de megacidades, desenvolvendo experiências criativas adaptadas à sua realidade (Richards, 2019).

De facto, Richards (2019) menciona que locais de pequena dimensão, com uma população reduzida e envelhecida, têm uma oferta de recursos limitada, e utilizam recursos e ideias semelhantes nos seus programas criativos. O autor afirma que é necessário utilizar a criatividade como forma relacionar determinados recursos a lugares específicos para criar mais autenticidade e singularidade. Refere também que muitos desses locais não possuem o conhecimento necessário para concretizar o desenvolvimento de um programa criativo.

Turistas criativos motivados, mesmo que em pequeno número, podem ter um impacto económico, cultural e social maior do que um turismo baseado em massas (Richards, 2019). Os turistas criativos são informados e sabem perfeitamente o que querem ver e quando, querem moldar as experiências a seu

gosto, e vão ser interesses pessoais e específicos que definirão a escolha do destino a visitar, muitas vezes conhecendo melhor essas experiências do que quem as fornece (Tan et al., 2014). Este novo turista quer mergulhar na cultura local e ter uma experiência mais autentica junto das comunidades (Remoaldo et al., 2020). Também com a prática de turismo criativo nos destinos, poderá existir a motivação por parte do residente local, ao ter contato direto com o visitante (que valoriza e deseja entender o seu meio e o respeita) de redescobrir o seu território e o entusiasmo de viver nele (Marques, 2019).

Girouard (2021) afirma que "iniciativas criativas em zonas de baixa densidade estimulam a visibilidade daqueles que são tidos como invisíveis…" (Girouard, 2021, p.80) e refere ser urgente estratégias em conjunto da Quádrupla Hélice (governo, empresa, universidade e sociedade civil) essenciais para estes territórios frágeis. Sendo também necessário identificar, nesta era tão digital, o tipo de tecnologias mais adequado para cada território, e é nestes territórios criativos onde a articulação entre comunidades e bens e serviços se devem unir para atingir objetivos comuns para um futuro sustentável (Girouard, 2021).

A cultura pode ter um papel fundamental no processo de desenvolvimento, reinvenção e revigoração de uma comunidade (Duxbury & Campbell, 2011). Iniciativas que envolvam ativamente as comunidades rurais e desenvolvam o seu caracter criativo, resultam num maior dinamismo social, criando uma maior oferta cultural e artística, com vista a promover o território, desenvolvendo-o de forma sustentável (Sousa, 2019). Estas comunidades podem desenvolver-se através do seu potencial criativo, da sua herança cultural, património e memória coletiva, pois detêm características únicas. E por sua vez, o seu potencial criativo pode ser desenvolvido através do uso de práticas artísticas contemporâneas e inovadoras, promovendo e revigorando esta herança e memória rural (Sousa, 2019).

Investir em plataformas colaborativas locais, regionais e nacionais poderá ajudar no desenvolvimento do turismo criativo, proporcionando uma maior promoção do território, através de projetos criativos que divulguem património (material e imaterial) criem uma ligação entre artesãos e artistas e favoreçam uma maior consciência do seu património e cultura às comunidades (Remoaldo et al., 2020).

3. Metodologia

No presente artigo foi utilizada uma metodologia de abordagem teórica através de um estudo de casos sobre quatro associações localizadas em locais de baixa densidade baseado em análise bibliográfica de trabalhos científicos realizados anteriormente tendo como objeto de estudo estas associações.

Barbosa (2014) refere que um estudo de caso se baseia num determinado fenómeno com características singulares, justificando assim a elaboração de uma investigação.

No estudo de caso, um dos objetivos será observar e descrever situações ou fatos, proporcionando assim conhecimento sobre o alvo de estudo (Guba & Lincoln, 1994) e é através da investigação e exploração que se pretende compreender uma realidade específica (Barbosa, 2014).

O objetivo desta análise passou maioritariamente por descrever a atuação destas associações e analisar as linhas em comum entre elas bem como a sua importância para o desenvolvimento económico e social desses locais.

Estas quatro associações foram selecionadas por terem vários objetivos em comum, por serem um dos principais atores no desenvolvimento local sustentável nas regiões onde estão inseridas e por terem facilidade no acesso a dados secundários acerca da sua atividade uma vez que já foram referências em outros trabalhos de investigação.

4. Casos

4.1. Associação juvenil Casa d'Abóbora

A Associação juvenil Casa d'Abóbora surgiu em 2020 na freguesia de Cinfães, distrito de Viseu e fomenta diversas atividades através das artes, ecologia, cultura e turismo com o intuito de projetar um novo olhar para um desenvolvimento sustentável. Desenvolve também projetos que envolvem a comunidade local o que mantém uma relação de proximidade entre comunidade e associação, criando uma rede de afeto e reconhecimento (Girouard, 2021).

Girouard (2021) no seu estudo sobre a associação juvenil Casa d'Abóbora, refere que um dos objetivos desta associação é atrair um novo público para levar dinâmicas artísticas e criativas a zonas de baixa densidade, através de

residências artísticas, para que, através da interação com a comunidade, o local se torne mais vivo e próspero.

A Associação apresenta também mensalmente, junto com outra associação local, atividades artísticas para a população local "…desenvolve-se uma programação artística e lúdica com atividades de dança, pintura, rodas de conversa, teatro, cinema, literatura, etc., para fortalecer e incentivar o bem-estar dos idosos que durante a pandemia da COVID-19 estiveram isolados e sem apoio dos projetos da região." (Girouard, 2021, p.73).

4.2. Associação CACO

A Associação CACO (Associação de Artesãos do Concelho de Odemira), surge em 2002 para promover as artes e ofícios tradicionais e desenvolve o projeto "Mãos de cá". Tratam-se de oficinas destinadas tanto a turistas como a residentes (incluindo outros agentes de turismo da região como: alojamentos, restaurantes, empresas de transporte, etc). No caso de atividades para visitantes, garante competitividade e diferenciação do território ao nível da sua oferta turística. Quanto à comunidade local, ao participar nas oficinas criativas, mantem hábitos e costumes. Marujo et al., (2020) afirmam que a essência de um lugar e seu património deve ser preservada pela comunidade local. As atividades servem para os mais jovens terem o primeiro contacto com artes e ofícios tradicionais da sua terra, com a intenção de darem continuidade à sua herança cultural e os idosos vão recordar a sua história e as suas raízes. Pretende fundamentalmente preservar tradições e atrair o turismo, proporcionando experiências criativas (Marujo et al., 2020).

4.3. A Marca – Associação de Desenvolvimento Local

A Marca – Associação de Desenvolvimento Local, abreviadamente designada por Marca-ADL, surgiu em 1997 em Évora e é descrita por Borges et al., (2020) como uma associação que pretende trabalhar no desenvolvimento económico e social das zonas rurais e melhorar a vida das populações, procurando aproximar cidadãos e instituições na busca de soluções sustentáveis. Desenvolve também um conjunto de atividades de diversas temáticas entre gerações, reunindo idosos e jovens e promove também produtos e recursos locais. Esta associação desenvolve a atividade de turismo criativo " Saídas de Mestre", integrada em

2018 no projeto CREATOUR, um conjunto de seis oficinas, que inclui a parceria de artistas, artesãos e entidades locais (associações, cooperativas, etc) baseadas nos saberes locais (Borges et al., 2020). É um projeto que relaciona a prática artística , saberes tradicionais e questões ambientais, um turismo criativo onde existe contacto com a natureza e se utilizam materiais de origem local e natural (Borges et al., 2020).

4.4. Binaural/Nodar, associação cultural

No seu estudo, Sousa (2019), descreve a Binaural/Nodar, fundada em 2004, com escritório na vila de Vouzela, distrito de Viseu, como uma associação cultural que explora a arte e criatividade contemporânea em contexto rural, que promove atividades como por exemplo, a residência artística "nova arte rural", que coloca os estudantes do Mestrado de Criação Artística Contemporânea da Universidade de Aveiro em contato com uma realidade diferente e modos de vida específicos desse meio rural. Esta associação promove também ateliês que contam com a participação de grupos seniores do município, entre outros participantes, sendo um espaço de criação colaborativa (Sousa, 2019).

A associação dá grande importância à promoção da região e à relação entre arte e território, dinamizada através dos seus projetos e residências artísticas que coordena. Destaca também a importância que a relação de proximidade com a comunidade tem na realização dessas atividades (Sousa, 2019).

5. Análise

Tratando-se de projetos/atividades recentes e para tentar perceber de que forma estas iniciativas poderão ter sucesso, os dados obtidos partem de conclusões retiradas de estudos científicos e trabalhos académicos baseados nestas associações (Tabela I).

No caso Casa d'Abóbora-associação juvenil, sendo um projeto bastante recente, de 2021, não foi encontrado um estudo onde se apresentem o resultado das atividades desenvolvidas. No entanto Girouard (2021) destaca o potencial que associação tem para ampliar as suas atividades, estimular jovens a repensar o modo de ver a terra, identificar tradições, cooperar, respeitando territórios e suas comunidades.

Tabela I: Objetivos e Atividades das Associações Analisadas

Associação	Objetivos	Atividades
Casa d'Abóbora-associação juvenil http://www.casadaabobora.pt/	- Fomentar atividades sócio-culturais-ambientais para o desenvolvimento local. - Atrair um novo público que crie dinâmicas artísticas e criativas em comunhão com a comunidade local, tornando a zona mais viva e próspera, explorando residências artísticas. - A preservação do património material, natural e imaterial da região - A criação de projetos intergeracionais, assentes na partilha e na colaboração, na importância da comunidade e na ecologia, um olhar mais consciente sobre o planeta e as relações sociais.	-**PS: Aldeia**: curadoria, criação e produção de postais através de provérbios populares associados aos meses do ano e integrando imagens de artistas portugueses. - **Re-Conectar Cinfães**: conexão de todas as associações da região de Cinfães para possíveis colaborações e cocriações que teve como foco a comunicação entre as associações da região. - **Atividades na ADACC**: nesta atividade o objetivo foi gerar ocupações criativas para os idosos que passam o dia na Associação Para o Desenvolvimento do Alto Concelho de Cinfães (ADACC).
CACO - Associação de Artesãos do Concelho de Odemira http://www.cacoartesanato.pt	- Promover as artes e ofícios, contribuindo para a dignificação dos artesãos e das atividades artesanais. - Promover atividades que incentivem o conhecimento e a difusão da atividade artesanal. - Promover a formação profissional dos artesãos e apoiar a comercialização das produções artesanais.	- Criação do espaço **"CRIAR"** (centro em rede de divulgação do artesanato regional). - Projeto **"mãos de cá"** integrado no projeto CREATOUR, tem como objetivo promover e preservar as tradições locais, atrair turistas e proporcionar experiências criativas, desenvolvidas em oficinas criativas (tecelagem tradicional, joalharia, escultura, pintura em seda).

Marca ADL-associação de desenvolvimento local http://www.marca-adl.pt	- Promover o desenvolvimento social e económico das regiões rurais. - Envolver e aproximar os cidadãos e as instituições na busca de soluções que promovam a sustentabilidade e a melhoria da qualidade de vida das populações.	- Projeto **"Saídas de Mestre"** integrado no projeto CREATOUR**:** oferta de turismo criativo baseada num conjunto de 6 oficinas criativas, que, através dos saberes locais, dinamizam parcerias com artistas, artesãos e entidades locais (inclui parcerias com outras associações e cooperativas).
Binaural-Associação cultural de Nodar http://www.binauralmedia.org	- Explora a arte e criatividade contemporânea em contexto rural. - Promove uma filosofia de laboratório permanente que pretende colocar em contato populações rurais com artistas e investigadores nacionais e estrangeiros. - Atuação junto de comunidades rurais, e em contexto global, atividades desenvolvidas em museus, universidades, organizações culturais de diversos países.	- Residência artística **"nova arte rural"**, que coloca os estudantes do Mestrado de Criação Artística Contemporânea da Universidade de Aveiro em contato com uma realidade diferente e modos de vida específicos desse meio rural. **-**Ateliê **"Sketch&Sound"**: Ouvir e Desenhar o Espaço Público": - **OCUPAI** - Festival Ibérico de Arte e Ação (incluiu residências artísticas)

Fonte: Elaboração Própria

Em relação à CACO - Associação de Artesãos do Concelho de Odemira, no estudo desenvolvido por Marujo et al., (2020) refere-se que o artesanato produzido pelos artesãos do espaço "CRIAR", organizado por esta associação, é um pilar fundamental para promover e fortalecer a atividade turística do concelho onde está inserido, e que as oficinas do projeto "mãos de cá" permitem uma ligação entre artesãos, residentes e turistas (Marujo et al., 2020).

Quanto à marca ADL-associação de desenvolvimento local, é o único caso que apresenta uma avaliação dos impactos do projeto "Saídas de Mestre", descritos no estudo de Borges et al., (2020). No período de 2018 e 2019 foi realizada uma fase de pré-teste/ensaio das oficinas desenvolvidas, com a procura de novas parcerias e pesquisa sobre a oferta e recursos do território. Os autores referem que a recetividade do público foi boa e quanto ao feedback por parte dos participantes, estes mostraram-se satisfeitos. As oficinas criadas demonstraram ser acessíveis e interessantes para a diversidade de público e a relação que estas oficinas criativas têm com o meio ambiente e com o património cultural foi muito valorizada pelos participantes que demonstraram curiosidade e interesse pelos materiais e recursos escolhidos para utilizar nas oficinas do programa "Saídas de Mestre".

Foi feito um balanço dos impactos que este projeto provocou nas entidades, território e comunidades desde 2018, ano em que a associação integrou o projeto CREATOUR. As atividades de turismo criativo desenvolvidas no âmbito do 'Saídas de Mestre' permitiram à Marca-ADL a criação da oportunidade para estabelecer novas parcerias; oportunidades para conhecer, valorizar e divulgar mais o território; oportunidades para capacitar organizações e comunidade, e embora possam ter existido constrangimentos, estes foram uteis para repensar e melhorar a estrutura das oficinas na oferta turística, resulta um balanço bastante positivo.

No caso Binaural-Associação cultural de Nodar, Sousa (2019) refere que a associação tem vindo a intervir de forma artística e cultural ao longo do tempo contribuindo para o desenvolvimento da comunidade e território. Utiliza métodos contemporâneos, produzindo iniciativas e atividades que envolvem a comunidade local, revigorando-a e promovendo o território, destacando o valor de existir permanentemente num território uma entidade que o promova, explore, documente e arquive essas vivências do meio rural (história, património e memória). Destaca que as iniciativas vieram reforçar o território onde foram realizadas, dando oportunidade às comunidades residentes de ter acesso a atividades e projetos culturais e artísticos. A autora conclui que é através de entidades como a Binaural-associação cultural e dos seus projetos e atividades que poderá existir uma descentralização da cultura e artes das cidades para os

dimensão.

A Tabela II sintetiza a importância destas 4 associações para o desenvolvimento local dos territórios onde exercem a sua atuação:

Tabela II: Importância das associações analisadas para o desenvolvimento local

Associação	Contribuição para o desenvolvimento local
Casa d'Abóbora- associação juvenil	-O potencial que a associação tem para ampliar as suas atividades, estimular jovens a repensar o modo de ver a terra, identificar tradições, cooperar, respeitando territórios e suas comunidades. (Girouard, 2021)
CACO - Associação de Artesãos do Concelho de Odemira	-O artesanato produzido pelos artesãos do espaço "CRIAR "é um pilar fundamental para promover e fortalecer a atividade turística do concelho onde está inserido, -As oficinas do projeto "mãos de cá" permitem uma ligação entre artesãos, residentes e turistas. (Marujo et al., 2020)
marca ADL- associação de desenvolvimento local	-Criação da oportunidade para estabelecer novas parcerias; -Oportunidades para conhecer, valorizar e divulgar mais o território; -Oportunidades para capacitar organizações e comunidade. (Borges et al., 2020)
Binaural- Associação cultural de Nodar	-Intervenção artística e cultural, contribuindo para o desenvolvimento da comunidade e território; -Revigorar a comunidade e promover o território através de iniciativas e atividades utilizando métodos contemporâneos; -Valor de existir permanentemente num território uma entidade que o promova, explore, documente e arquive vivências do meio rural (história, património e memória). -Iniciativas reforçaram o território, dando oportunidade às comunidades residentes de ter acesso a atividades e projetos culturais e artísticos. (Sousa, 2019)

Fonte: Elaboração Própria

6. Conclusão

Ao serem aplicadas novas ofertas de turismo com base no potencial criativo e tradições locais com o envolvimento das comunidades e entidades locais, geram-se experiências impossíveis de reproduzir genuinamente em outros locais.

O turismo criativo reforça a identidade de um local e para além de oferecer ao turista conhecimento e sensações, faz com que a comunidade sinta orgulho na sua herança cultural promovendo o desenvolvimento dos territórios (Marujo et al., 2020b).

O artesanato significa identidade, logo é um elemento importante para o turismo criativo, e aliado ao design, pode tornar-se mais dinâmico, atrativo aos mais jovens e inovador perante os mercados.

As iniciativas para o desenvolvimento local têm de partir dos territórios, onde as pessoas sejam o motor do seu próprio progresso, promovendo a sua própria qualidade de vida e bem-estar. Pode afirmar-se que continuar a mobilizar a criação de grupos organizados e estruturados que defendam interesses e necessidades das comunidades, como as associações, poderá ser um avanço positivo para o desenvolvimento.

O caso das associações locais observadas, pelas suas boas práticas inseridas nas comunidades, poderiam ser exemplos a seguir e implementar noutras regiões de baixa densidade, pois conclui-se que as intervenções inovadoras das associações dinamizam atividades turísticas nas zonas onde são implementadas, com o intuito de enfrentar problemas de desertificação e decréscimo económico.

Em todos os casos observados, encontramos atividades que promovem o desenvolvimento local de territórios de baixa dimensão, sem nunca esquecer a importância da comunidade residente, valorizando-a, interagindo com ela e apoiando-a.

A sua missão e linhas de orientação cruzam-se entre elas em vários aspetos, como: promover o desenvolvimento local em locais de baixa dimensão, a sua relação com as comunidades e valorização do património local através de

atividades criativas e a sua visão quanto ao futuro, olhando para um desenvolvimento local sustentável e o proporcionar vitalidade cultural aos locais.

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Sustainability and Social Responsibility for the Formation of a Conscious Tourism Concept

Sustentabilidade e Responsabilidade Social para a Formação de um Conceito de Turismo Consciente

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Abstract

Purpose: To elaborate a suitable concept for conscious tourism that can be popularised in favour of making the training of tourism professionals effective in the prevention of socio-environmental impacts generated by tourism, to verify the tourism management practices that contribute to minimising the environmental impacts caused by tourism activity and to analyse the awareness actions on conscious tourism developed in the tourism training courses at the State Universities of Paraná.

Methodology: The research scenario includes the articles published in the Google Scholar database and in the Capes Portal in the period from 2008 to 2021. The study was developed in the month of October 2022, with inclusion and exclusion criteria from the question: Does the training of tourismologists have a concept and perception of conscious tourism?

This is a literature review prepared according to the steps proposed by the Manual of Systematic Integrative Bibliographic Review (2014), where six stages described below are obeyed:

1st Step: Identification of the topic, selection of the research question, definition of descriptors and databases.

2nd Step: Establishment of inclusion and exclusion criteria: the search criteria are defined by establishing the relation and limits of texts suitable for the systematic review.

We included texts published between 2008 and 2021 in Portuguese with the theme tourism sustainability and conscious tourism. Excluded are texts unrelated to the theme, published before 2008, repeated in more than one database and without translation into Portuguese. Table 1 presents the synthesis of the search.

Table I: Summary of the search for publications

Inclusion and exclusion criteria	Capes Portal	Google Academic
2008 - 2021	21 articles	318 articles
Portuguese	11 articles	286 articles
Repeated in more than one database	1 articles	224 articles
Not related to conscious tourism	5 articles	56 articles
Total selected by title and abstract	06 articles	06 articles

Source: Own Elaboration

3rd Step: Identification of pre-selected and selected studies: the year of publication, titles and abstracts were considered. Reading of the abstract, keywords and title; organization of the pre-selected studies and preparation of a table of the texts in ascending order by year of publication, identifying: titles, objectives and results.

4th Step: Categorization of the selected studies; original articles published in Portuguese were considered, forming an individual library with texts selected from the virtual library for the literature review.

5th Step: Analysis and interpretation of results: the systematic analysis deals with the structural aspects and presents the discussion of the texts collected.

6th Step: Presentation of the review/synthesis of the knowledge related to the research topic and creation of a descriptive document of the review.

Results: Twelve (12) articles were selected and numbered and described. The studies were published between the years 2010 and 2020 in the Capes database and Google Academic. The selected articles were analyzed pointing out the year of publication, the title, the objective and the results of each research analyzed.

In 2010, the study "Sustainable tourism: utopia or reality?", aimed to evaluate the perception of entrepreneurs of accommodation units in relation to the impacts of tourism in their region, which resulted in the confirmation of the interest of tourism for the economic development of the region under study.

In 2012, the article "The Role of Stakeholders for the achievement of Sustainable Tourism: A Theoretical Discussion" was carried out with the objective of discussing about the role of the different stakeholders acting for the effectiveness of sustainable tourism, highlighting the existing relationships between these social actors. The results show that it is likely that actions taken by a stakeholder can stimulate the practice of others, making a cycle of essential actions in this new collective practice aimed at achieving sustainable tourism.

In the year 2013, the study "Tourism and environmental sustainability: references for the development of a sustainable tourism" was conducted with the aim of addressing the concept of sustainability and its identification, to propose the

implementation of alternative tourism activities that provide greater environmental sustainability for target localities of high tourist demand. Its results indicate that by optimizing the benefits in tourist localities and fostering greater awareness about environmentally friendly actions, it is expected that values will be added not only to the local population, but also to its visitors.

In 2014, the article "Ethics and society in the practice of sustainable tourism" with the objective of discussing the socio-environmental conduct in tourism as a cause of impacts, presented as a result the finding that many tourists do not consider themselves responsible for the degradation of the place visited, considering the time they spend in the place too brief to cause any damage.

Also in 2014 the article "Engagement between social actors for the achievement of Sustainable Tourism: a discussion about their different roles", which aimed to analyze the performance of stakeholders in the effectiveness of sustainable tourism in order to develop research in the sustainability of tourism, as a result presents the discussions that led to the perception that each of the social actors presents distinct and complementary duties and obligations, and that actions developed by these social actors can stimulate a cycle of actions essential in this collective practice in search of sustainable tourism.

In 2015, the study "Environmental education for sustainable tourism", aimed to develop an environmental awareness of tour guides, leading them to play an active role in building sustainable tourism. The result found that five of the six tour guides surveyed do not use environmental practices directed to sustainable tourism that the theoretical training is inadequate for the exercise of this professional activity. Guides feel difficulties in the transmission of accurate knowledge about the practices of environmental education.

In 2016 was published "Sustainable Tourism: actions and public policies applied in the State of Paraíba" with the aim of presenting definitions about the topic and reflect on the need to plan actions that ensure sustainable tourism. The result shows that the term sustainability is very present in speeches, but the reality is quite different, because there is a difficulty to monitor the impacts on the environment, so sustainable tourism needs to be planned.

Also in 2016 the study "Sustainable Tourism and Environmental Education: two important allies in the promotion of Sustainable Development" was developed with the aim of discussing about the importance of Environmental Education for the development of Sustainable Tourism, the result shows that it has been discussed the importance of sustainable development and environmental education in the training of social actors who dedicate to tourism.

In 2017, the article "Comparative analysis of sustainable tourism and responsible tourism: similarities and differences in tourist destinations in Brazil" was carried out with the objective of comparatively analyzing the concepts of Sustainable Tourism and Responsible Tourism through the relationship between Responsible Tourism in the City of Goiás (GO) and the relationship between Sustainable Tourism in Bonito (MS), applying the SWOT technique. The result shows that the main difference between theory and practice is the community participation in relation to responsible tourism with the city and the visible political presence in sustainable tourism and the destination.

In the year 2019 the article "Backpack on my back, this is my tourism: A proposal for sustainable tourism in the Village of Tartarugueiro, Marajó-PA", aimed to present a differentiated proposal for tourism, a responsible activity, committed to the natural and cultural conservation of the locality. The result indicates that the proposal of this project raises a new vision of tourism outside the traditional parameters, in which the local population becomes protagonist in the process, as a whole.

In 2020 the text "Mitigation of environmental impacts caused by over tourism in Ilha das Couves, Ubatuba - SP: tourist and sustainable planning" aims to propose actions that assist in planning sustainable tourism in Ilha das Couves-Ubatuba, aiming to foster the growth of tourism conscious to minimize environmental impacts. The results present actions for the public managers to use and apply planning and to effect the preservation of the natural resources as fundamental for the region as for the tourist who uses it in a conscious way.

Also in 2020, the text "Community-based tourism: an alternative sustainable tourism segment of Serra Grande - Uruçuca-BA" was carried out with the aim of identifying the positive impacts that this tourism modality provides for the local community. The result shows that throughout the research it was noticed that this new tourist segment is growing every day and generating more implementations focused on this area, reducing the negative impacts on economic, cultural and social development.

Research limitations: When developing this research to build this innovative concept, we realized the need to establish research and knowledge in the training of tourism professionals that will enable the development of tourism management practices that minimize the environmental impacts caused by tourism activity, making the concept of conscious tourism a knowledge to be disseminated for the good of all.

Originality: This is an original research, since the concept of conscious tourism was not found published in other research works.

Keywords: *Tourism awareness; Sustainability, Training of the tourist.*

Resumo

Objetivo: Elaborar um conceito adequado para o turismo consciente que possa ser popularizado em favor de tornar a formação dos profissionais de turismo efetiva na prevenção de impactos socioambientais gerados pelo turismo, verificar as práticas de gestão de turismo que contribuem para minimizar os impactos ambientais causados pela atividade turística e analisar as ações de conscientização sobre o turismo consciente desenvolvidas nos cursos de formação em turismo nas Universidades Estaduais do Paraná.

Metodologia: O cenário da pesquisa inclui os artigos publicados na base de dados *Google Scholar* e no Portal Capes no período de 2008 a 2021. O estudo desenvolveu-se no mês de outubro de 2022, com critério de inclusão e exclusão

a partir da questão: A formação de turismólogos possui um conceito e percepção de turismo consciente?

Trata-se de uma revisão da literatura elaborada segundo as etapas propostas pelo Manual de Revisão Bibliográfica Sistemática Integrativa (2014), onde são obedecidas seis etapas descritas abaixo:

1.ªEtapa: Identificação do tema, seleção da questão de pesquisa, definição dos descritores e bases de dados.

2.ªEtapa: Estabelecimento dos critérios de inclusão e exclusão: definem-se como critérios de busca estabelecendo a relação e os limites de textos adequados à realização da revisão sistemática.

Incluem-se textos publicados entre 2008 a 2021 em língua portuguesa com o tema sustentabilidade turística e o turismo consciente. Excluem-se textos não relacionados ao tema, publicados antes de 2008, repetidos em mais de uma base de dados e sem tradução em português. O Quadro 1 apresenta a síntese da busca.

Tabela I: Síntese da busca de publicações

Critérios de inclusão e exclusão	Portal Capes	Google Acadêmico
2008 - 2021	21 artigos	318 artigos
Português	11 artigos	286 artigos
Repetidos em mais de uma base de dados	1 artigo	224 artigos
Não relacionado a turismo consciente	5 artigos	56 artigos
Total selecionado por título e resumo	06 artigos	06 artigos

Fonte: Autoria própria

3.ª Etapa: Identificação dos estudos pré-selecionados e selecionados: considera-se o ano de publicação, títulos e resumos. Leitura do resumo, palavras-chave e título; organização dos estudos pré-selecionados e elaboração de um quadro dos textos em ordem crescente por ano de publicação, identificando: títulos, objetivos e resultados.

4.ª Etapa: Categorização dos estudos selecionados; considerou-se artigos originais publicados em português, formando uma biblioteca individual com textos selecionados da biblioteca virtual para a revisão da literatura.

5.ª Etapa: Análise e interpretação dos resultados: a análise sistemática trata dos aspetos estruturais e apresenta a discussão dos textos coletados.

6.ª Etapa: Apresentação da revisão/síntese do conhecimento relacionado ao tema de pesquisa e criação de um documento descritivo da revisão.

Resultados: Foram selecionados 12 (doze) artigos que foram numerados e descritos. Os estudos foram publicados entre os anos de 2010 a 2020 na base de dados da Capes e no Google Acadêmico. Os artigos selecionados foram analisados apontando o ano da publicação, o título, o objetivo e os resultados de cada pesquisa analisada.

Em 2010, o estudo "Turismo sustentável: utopia ou realidade?", teve como objetivo avaliar a percepção dos empresários das unidades de alojamento em relação aos impactos do turismo na sua região, o que resultou na confirmação do interesse do turismo para o desenvolvimento econômico da região em estudo.

Em 2012, o artigo "O Papel dos *Stakeholders* para o alcance do Turismo Sustentável: Uma Discussão Teórica" foi realizado com o objetivo de discutir sobre o papel dos diferentes *stakeholders* atuantes para a efetivação do turismo sustentável, evidenciando as relações existentes entre estes atores sociais. Os resultados demonstram que é provável que ações desenvolvidas por um *stakeholder* possam estimular a prática dos demais, tornando um ciclo de ações imprescindíveis nessa nova prática coletiva direcionadas ao alcance do turismo sustentável.

No ano de 2013, o estudo "Turismo e sustentabilidade ambiental: referências para o desenvolvimento de um turismo sustentável" foi realizado com o objetivo de abordar o conceito de sustentabilidade e sua identificação, para propor a implementação de atividades turísticas alternativas que proporcionem maior sustentabilidade ambiental para as localidades alvo de grande demanda turística. Seus resultados indicam que ao otimizar os benefícios em localidades turísticas e fomentar uma maior sensibilização acerca de ações ecologicamente corretas, espera-se que valores sejam agregados não somente à população local, mas também aos seus visitantes.

Em 2014, o artigo "Ética e sociedade na prática do turismo sustentável" com o objetivo de discorrer a respeito da conduta socioambiental no turismo como causadora de impactos, apresentou como resultado a constatação de que muitos turistas não se consideram responsáveis pela degradação do local visitado, considerando o tempo que passam no local muito breve para causar qualquer prejuízo.

Ainda em 2014 o artigo "Engajamento entre os atores sociais para o alcance do Turismo Sustentável: uma discussão sobre seus diferentes papéis", que teve como objetivo analisar a atuação dos *stakeholders* na efetivação do turismo sustentável visando desenvolver pesquisas na sustentabilidade do turismo, como resultado apresenta as discussões que levaram à percepção de que cada um dos atores sociais apresenta deveres e obrigações distintos e complementares, sendo que ações desenvolvidas por estes atores sociais podem estimular um ciclo de ações imprescindíveis nessa prática coletiva em busca do turismo sustentável.

Em 2015, o estudo "Educação ambiental para um turismo sustentável", teve como objetivo desenvolver uma consciência ambiental dos guias turísticos, levando-os a desempenhar um papel ativo na construção de um turismo sustentável. O resultado constatou que cinco das seis guias de turismo pesquisadas não utilizam práticas ambientais direcionadas ao turismo sustentável que a formação teórica é inadequada para o exercício dessa atividade profissional. Guias sentem dificuldades na transmissão de conhecimentos precisos sobre as práticas da educação ambiental.

Em 2016 foi publicado "Turismo Sustentável: ações e políticas públicas aplicadas no Estado da Paraíba" com o objetivo de apresentar definições a cerca do tema e refletir sobre a necessidade de se planejar ações que garantam o turismo

sustentável. O resultado demonstra que o termo sustentabilidade é bem presente nos discursos, mas a realidade é bem diferente, pois existe uma dificuldade de acompanhar os impactos ao meio ambiente, assim o turismo sustentável precisa ser planejado.

Também em 2016 o estudo "Turismo Sustentável e Educação Ambiental: dois importantes aliados na promoção do Desenvolvimento Sustentável" foi desenvolvido com o objetivo de discutir sobre a importância da Educação Ambiental para o desenvolvimento do Turismo Sustentável, o resultado demonstra que vem sendo discutida a importância do desenvolvimento sustentável e da educação ambiental na formação de atores sociais que dedicam ao turismo.

Em 2017, o artigo "Análise comparativa do turismo sustentável e turismo responsável: semelhanças e diferenças nos destinos turísticos do Brasil" foi realizado com o objetivo de analisar comparativamente os conceitos de Turismo Sustentável e Turismo Responsável por meio da relação entre o Turismo Responsável na Cidade de Goiás (GO) e a relação entre o Turismo Sustentável em Bonito (MS), aplicando-se a técnica SWOT. O resultado demonstra que a principal diferença entre a teoria e a prática é a participação comunitária em relação ao turismo responsável com a cidade e a presença política visível no turismo sustentável e o destino.

No ano de 2019 o artigo "Mochila nas costas, esse é meu turismo: Uma proposta de turismo sustentável na Vila de Tartarugueiro, Marajó-PA", teve como objetivo apresentar uma proposta diferenciada de turismo, uma atividade responsável, comprometida com a conservação natural e cultural da localidade. O resultado indica que a proposta deste projeto suscita uma nova visão de turismo fora dos parâmetros tradicionais, na qual a população local torna-se protagonista no processo, como um todo.

Em 2020 o texto "Mitigação de impactos ambientais causados pelo over turismo em ilha das couves, Ubatuba - SP: planejamento turístico e sustentável" tem como objetivo propor ações que auxiliem no planejamento de turismo sustentável na Ilha das Couves-Ubatuba, visando fomentar o crescimento turístico consciente para a minimização de impactos ambientais. Os resultados apresentam ações para que os gestores públicos utilizem e apliquem planejamento e efetivem a preservação dos recursos naturais tão fundamental para a região quanto para o turista que a utiliza de forma consciente.

Ainda em 2020, o texto "Turismo de base comunitária: uma alternativa de segmento turístico sustentável de Serra Grande – Uruçuca-BA" foi realizado com o objetivo de identificar os impactos positivos que essa modalidade turística proporciona para a comunidade local. O resultado demonstra que ao longo da pesquisa percebeu-se que esse novo segmento turístico vem crescendo a cada dia e gerando mais implantações voltadas para essa área, diminuindo os impactos negativos no desenvolvimento econômico, cultural e social.

Limitações de pesquisa: Ao desenvolver esta pesquisa para construir esse conceito inovador, percebeu-se a necessidade de estabelecer pesquisas e conhecimentos na formação dos turismólogos que permitam desenvolver práticas de gestão de turismo que minimizem os impactos ambientais causados

pela atividade turística, tornando o conceito de turismo consciente um conhecimento a ser difundido para o bem de todos.

Originalidade: Trata-se de uma pesquisa original, visto não ter encontrado o conceito de turismo consciente publicado em outros trabalhos de pesquisa.

Palavras-chaves: *Turismo consciente; Sustentabilidade, Formação do turismólogo.*

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