

2nd International Research Symposium

Tourism Hospitality & Events

Contemporary Issues & Future Scenarios



Symposium Proceedings

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Committees

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The Organisers



The University of Sunderland is a global institution. It offers life-changing opportunities to thousands of students across the world, in its partner colleges and in its four main sites (two in Sunderland, London, and Hong Kong).

It is research active, with ten areas of 'world leading' research (Pharmacy, Engineering, Business, Education, Social Work, Sports and Exercise Sciences, Leisure and Tourism, English, History, Art and Design, and Media). The research activity of the University provides a research informed curriculum, enhancing the academic standing of the institution as a seat of higher learning and scholarship, undertaking research which both enhances the learning experience of its students, and delivers impact. Its research is stitched into the fabric of the institution. For decades researchers at the University have challenged themselves to improve society across all its facets – from the early days of pharmacy to support for heavy industry at its height to today's new sciences and advanced technologies.



The research centre (CERTE) was established in 2017, and has already engaged in numerous activities and projects. The name CERTE stands for Centre for Research in Tourism Excellence.

CERTE is at the heart of the Department for Tourism Hospitality and Events (T.H.E.) of the University of Sunderland, and operates as the beacon for knowledge generation through research implementation. It is dedicated to employ both, applied and academic research in tourism hospitality and events. It aims to impact on the generation of knowledge as well as its application in the industry. Moreover, it operates as a platform for research led teaching and provision of better education and knowledge dissemination.

Research in T.H.E. Department is underpinned by a critical, interdisciplinary approach that mirrors the dynamic nature of tourism, hospitality and events in contemporary societies. CERTE's vision is to position the University of Sunderland as a leading centre for research in T.H.E. Therefore, it is committed to undertake world leading research that underpins the curriculum and delivers impact to the wider community. The pillars of CERTE's research engagement are: (i) tourism, (ii) hospitality, and (iii) events. Its research connects these pillars of the service industry, and formulates knowledge under a multidisciplinary perspective.

Keynote Speakers



Adele Ladkin is Professor of Tourism Employment at Bournemouth University. She has served as Associate Dean for Tourism and Hospitality and Head of the MICE Research unit. She was also seconded to the University Graduate School to assist in the strategic development of research degree policy and programmes. Adele has previously been employed at the University of Brighton and the University of Surrey, and been Associate Dean in the School of Hotel and Tourism Management at Hong Kong Polytechnic University.

Adele's research interests are the labour, employment and human resource aspects of tourism and hospitality. She is also interested in the technological affordances for the tourism experience, in particular, the practices of ICT use in leisure and business tourism and how future travel experiences are shaped by digital developments.

Adele was joint Editor in Chief for the International Journal of Tourism Research from 2003-2009, and she serves on the Editorial Board for Annals of Tourism Research, Tourism Economics, The International Journal of Contemporary Hospitality Management, ACTA Turistica, the Journal of Convention and Event Management and the International Journal of Event Management. She is an Honorary Professor at the Technological and Higher Education Institute of Hong Kong, and a Visiting Professor at the University of Zagreb in Croatia.



Alexandros Paraskevas is Professor in Strategic Risk Management and Chair in Hospitality Management at the London Geller College of Hospitality and Tourism. His hospitality industry background includes internal auditing and operations management positions for over a decade with Marriott and Starwood. His academic background includes 15 years of service at the Oxford School of Hospitality Management (Oxford Brookes University).

Alexandros researches the governance and management of risks/crises both in an organisational and tourism destination context. He has led numerous hotel industry projects in the areas of risk, crisis, disaster management and business continuity and authored several academic articles and book chapters on these topics. He is one of the authors of *Planning Research in Hospitality and Tourism* (2008, Butterworth-Heinemann). As proponent of Complexity Theory, he has been a member of the Complexity Research Group at the London School of Economics and a Director of the Complexity Society (UK). A visiting scholar in Austria, Finland, Hong Kong, Mexico, Spain and Taiwan, Alexandros has worked with governments and tourism professional associations on safety and security issues and on crisis communications strategies. He has served as advisor of the International Hotel and Restaurant Association's (IH&RA) Global Council on Security, Safety and Crisis Management and is a member of ASIS (the American Society for Industrial Security professionals) and HEAT (ASIS' Council for Hospitality and Tourism).

Chairs



Donna Chambers is Professor of Tourism and Chair of the Faculty of Business, Law and Tourism Research Institute. Her research focuses on how people and places are represented in and through tourism. She has published extensively, and delivered conference presentations and keynotes in tourism related areas. She serves as a Resource Editor for top rated tourism journal 'Annals of Tourism Research' and is a member of the Editorial Board for 'Leisure Studies' journal. Donna is a reviewer for numerous other high quality tourism journals including 'Tourism Management'.

She is also an external member of the Central University Research Ethics Committee of the University of Oxford. Donna has been working in tourism for over 20 years and since obtaining her PhD in 2003 has lectured at Edinburgh Napier University, University of Surrey and joined the University of Sunderland in October 2013. She has also been a visiting lecturer, an External Examiner, and an external member of programme validation panels at several universities in the UK and overseas. She is a Fellow of the Higher Education Academy, the Royal Geographical Society (with IBG) and a member of the British Academy of Management (BAM).



Nikolaos (Nicholas) Pappas is Reader in Tourism Hospitality and Events at the University of Sunderland, and the Director of CERTE (Centre for Research in Tourism Excellence). He started his career in tourism and hospitality industry in 1990, and for 10 years (2001-2010) he was also engaged in enterprising consultancy. Since 2001 he is a higher education academic with experience in several institutions in Greece (Technological Education Institute of Crete; Hellenic Open University; Higher School of Public Administration) and U.K. (Derby; Northampton; Leeds Beckett; UWL).

Dealing with research, he participates in nationally and internationally funded research projects since 1998. He has numerous publications in international scientific refereed journals and conferences and he is a reviewer in the academic journals of Annals of Tourism Research, Current Issues in Tourism, Journal of Sustainable Tourism, International Journal of Contemporary Hospitality Management, Leisure Studies, Service Industries Journal, and Tourism Management, and book reviewer in Pearson Education.

Supporting Journals



e-Review of Tourism Research (eRTR) is a web-based, bimonthly international research network for tourism professionals. It provides timely research reports and scheduled e-mails notifying subscribers of research highlights. The journal aims to be a world class clearinghouse of applied tourism research for travel and tourism professionals. Therefore, its vision is to be the leading outlet for disseminating and sharing new tourism information, research highlights, technologies, and methods for professionals throughout the world.



TOURISMOS is an international, multi-disciplinary, refereed (peer-reviewed) journal aiming to promote and enhance research in all fields of tourism, including travel, hospitality and leisure. The journal is published twice per year (in Spring and in Autumn) by the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, Greece.



The *International Journal of Tourism Cities* provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.



The *International Journal of Spa and Wellness* is the first, peer-reviewed research journal for Spa and Wellness. The journal publishes high quality international, multi-disciplinary research. It also serves as a platform for international practitioners in the fields of spa, health and wellness to showcase industry best practice. All manuscripts published in the journal are peer reviewed by accomplished experts in the topical area. Being a multi-disciplinary journal, its readership is diverse encompassing academics, practitioners and policy makers.

Programme

08:30	Registration Opens (David Goldman Informatics Centre)		
	David Goldman: Room 107	David Goldman: Room 108	David Goldman: Room 109
09:00-09:10	Welcome		
09:10-10:40	Session with Keynote Speakers (Chairing: Donna Chambers) <i>Prof Adele Ladkin:</i> Sustainable tourism destinations: A human resources perspective <i>Prof. Alexandros Paraskevas:</i> Black, Grey or White, they are all Swans! What's the next Crisis in your Radar?		
10:40-11:00	Coffee Break		
11:00-12:00	1 st Paper Presentation Session		
	<i>Chairing: James Johnson</i>	<i>Chairing: James Scott</i>	<i>Chairing: Serkan Uzunogullari</i>
	<i>Ian Yeoman, Una McMahon-Beattie, Katherine Findlay, Sandra Goh, Sophea Tieng & Sochea Nhem</i> Wellington on a plate: The future of food festivals	<i>Tom Mordue</i> Tourist Acceptance and Local Resistance to On-shore Wind Farms in a UK rural setting	<i>Kwan Keung (Steven) Ng, Francis Chiang, Karen K.Y. Lee, & Hector Rivera III</i> A survey on the travel experience of Mainland China students in Hong Kong
	<i>Helen Willis</i> An Analysis of Social Media in the context of Live Music Experience	<i>Pavlos Arvanitis</i> Southampton as a cruise home port tourism destination	<i>Ivan Ka-Wai Lai, & Kwan-Keung (Steven) Ng</i> The effect of destination image on destination brand equity of a gaming city: Gaming tourists vs non-gaming tourists in Macau
	<i>Angela Eva Szemcsuk & Nicole Mitsche</i> The family decision making process and the adjoined experience for events	<i>Stephanie Preston</i> Exploring the influence of work environment on the relationship between HRM and employee wellbeing and performance in the airline industry	<i>Velmurugan Pasupathi & B. George</i> A quality assessment study on east coast road in Tamil Nadu, India
12:10-13:10	2 nd Paper Presentation Session		
	<i>Chairing: Liz Sharples</i>	<i>Chairing: Pavlos Arvanitis</i>	<i>Chairing: Nicole Mitsche</i>
	<i>Serkan Uzunogullari, Sharon Wilson & James Johnson</i> Not the Blue Mosque. Where would you like to take me?' Destination Branding through the narratives of taxi drivers in Istanbul	<i>Tam Nguyen Minh & Ilenia Bregoli</i> Measuring the interrelationships of events, destination image, destination satisfaction and destination loyalty: Observations from Lincoln, United Kingdom	<i>Theoharis Gkougkoulitsas & Eftychia Kasapi</i> Sports science and tourism development. A critical analysis of hospitality from Brazil Mundial 2014 and the Olympic Games 2016
	<i>Agnes Salajczyk & Richard Sharpley</i> Body Worlds: A Project of Happiness?	<i>Jo Guiver, Kate Torkington, & Davina Stanford</i> European Tourism Plans: Growth and Sustainability	<i>Theoharis Gkougkoulitsas & M. Manou</i> Tourism marketing strategy for Naxos Island in Greece
	<i>Hany Awad</i> The tour guides' role as brokers of authentic, rather than ready-made, experiences	<i>Julio Munoz, Tom Griffin & Michael Humbracht</i> Towards a new definition for "visiting friends and relatives"	<i>Omer Coban</i> A Green Event: Bozcaada International Festival of Ecological Documentary (BIFED)



13:10-14:00	Lunch Break		
14:00-15:00	3 rd Paper Presentation Session		
	<i>Chairing: Sharon Wilson</i>	<i>Chairing: Nanthakumar Loganath</i>	<i>Chairing: Ian Morton</i>
	<i>Liz Sharples</i> Riding on a Crest of a Wave: Customer Experience Management in the Pre-consumption Phase of Cruise Tourism	<i>Minoo H. Esfehiani & Melville Saayman</i> Typology of Sustainable Tourism Events in National Parks	<i>Stavros Siderakis</i> The impacts of recession on Greeks' attendance at Mega events and the extent that economic vulnerability affects their decision-making
	<i>Dirisa Mulindwa</i> Street food in Uganda: Analysing the 'Rolex' from a Transformative Social Innovation Perspective	<i>Juan Pedro Aznar, Josep Maria Sayeras Maspera & Xavier Quer</i> Aribnb and hotel industry competition. A Game Theory approach based on quality investment and prices	<i>Luiz Cezar Coelho Souto de Araujo</i> The entry into the labor market of the professional in Gastronomy
	<i>Lynne Hall, Tom Flint & Nicole Mitsche</i> Expanding the child visitor experience: mixing realities in a contemporary sculpture park	<i>Margaret Chui</i> To explore the effectiveness of digital and experiential marketing to attract customer participation to the Wine and Dine Festival in Hong Kong	
15:00-15:20	Coffee Break		
15:20-16:00	4 th Paper Presentation Session		
	<i>Chairing: Stephanie Preston</i>	<i>Chairing: Alyssa Eve Brown</i>	
	<i>Ayhan Kapusuzoglu & Nildag Basak Ceylan</i> The relationship among tourism revenue, tourism expenditure, number of tourist arrivals and Borsa Istanbul tourism index: evidence from Turkey	<i>Nanthakumar Loganathan, Norsiah Ahmad & Roshaliza Taha</i> Exchange rate, price competitiveness and taxation on tourism demand in Malaysia: Quantile regression approach	
	<i>Briony Sharp</i> Sport event volunteering: Exploring tourism motivations amongst Glasgow 2018 European Championships volunteers	<i>Josep Maria Sayeras Maspera & Juan Pedro Aznar</i> The Cuban restaurant industry: Where tourist want to go and what they want to eat?	
16:00-16:15	Closing Session		

Delegates are invited to participate in drinks/food after the symposium at the 'Poetic Licence' bar. Please note that the cost of this is not included in the symposium fees.

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Presentation Abstracts

In order of the Symposium Programme

*Ian Yeoman, Una McMahon-Beattie, Katherine Findlay, Sandra Goh,
Sopheha Tieng & Sochea Nhem*

Wellington on a plate: The future of food festivals

Wellington on a Plate (WOAP) is New Zealand's most successful food festival but in an era of festivalization of events, the environment is extremely competitive. So what is the future? In order to understand this environment and find a pathway forward this research engaged with Wellington Culinary Events Trust (WCET) who operate WOAP to create four scenarios about the future. Rather than create four scenarios about WOAP, the scenarios portrayed international culinary festivals and then comparisons were made with the present using a cultural values and implications framework.

As future studies is based on the principle of plurality, Bergman's (Bergman, Karlsson, & Axelsson, 2010) ontological futures framework was applied to a scenario matrix method in order to stretch our understanding of the future, thus avoiding the trap often found in scenario planning projects of presenting scenarios that are usually similar, certain and rational.

The scenarios included, Dr Spock's Food Festival which creates a world where food is grown in a laboratory rather than in the field. This scenario drew upon elements of science fiction and challenging the present through 'what if'. Roots is a predictive scenario based upon facts and rationality positioned where food in society is homogeneous, whereas the festival offers a heterogeneous identity of local produce and community engagement. Royal Appetite is a prognosis or alternative perspective focused on high value, luxury and exclusivity. The final scenario, La Natura is a visionary or utopian scenario focusing on community, sustainability and well-being. The focus of the scenario is on a perfect world. This action research project identified twenty drivers of change and catalogues the scenario planning process through a series of workshops. The scenario analysis highlights the positioning of WOAP's event and dining programme.

The paper makes two contributions, first for WCET as a guide to their future through a systematic analysis of WAOP's present position and a series of recommendations on visions, values and future programmes. Second, a methodological contribution to scenario planning that bridges futures studies theories on plurality by strengthening the 2 x 2 matrix to ensure a diversity of futures that incorporates rationality but includes science fiction and innovative thinking, thus being a true representation of plurality.

Reference:

Bergman, A., Karlsson, J. C., & Axelsson, J. (2010). Truth claims and explanatory claims—An ontological typology of futures studies. *Futures*, 42(8), 857-865.
doi:<https://doi.org/10.1016/j.futures.2010.02.003>

Helen Willis

An analysis of Social Media in the context of live music experience

The past decade has witnessed transformational advancements within mobile technologies and the rise of social media, alongside the continuing progress of the events industry. This research project was designed to uncover how the two growing trends interlink, through investigating the use and effect of social media on the event experience for the consumer, focussing specifically on the live music event setting. With the surge in popularity of music festivals and concerts, alongside the substantial developments in mobile technologies over the past decade, it makes this a very current research issue - one that is currently under-researched in academia.

Whilst social interactions have progressed online, there has been a substantial growth off-line also, with the increased occurrence and popularity of events, partly due to the financial benefits connected to hosting them (Sayid, 2016, Greengard, 2015, Yeoman, 2013). Evolution in societies working hours has generated more time to partake in leisurely activities, in addition to increased leisure spending, which is where the events industry has gained such opportunity for expansion (Quinn, 2013, Binder, 2010). Festivals, particularly, are a component of the events sector that are beginning to obtain an increase in attention from academic researchers (even at an international level) due to their increasing levels of popularity (Quinn, 2013). And, event managers' key vision for the future of events is that social media use will continue to increase (Backer, 2015 cited in Yeoman, 2013). In fact, academics have previously averred that social media is more addictive than alcohol and tobacco (Rushton, 2016).

A qualitative approach was selected for this study, utilising three age-categorized focus groups and two individual interviews with people in the music and events field. These methods were chosen in order to gain relevant, up-to-date responses on this current topic. This approach ensured human behaviours and outlooks could be understood and interpreted to generate a better comprehension of the consumer in the live music context. As a result of executing the above procedure, the research attempts to uncover how technology is altering the means in which consumers experience the live music event. It aims to understand the capturing of imagery and videos by concert-goers and the motives to share such content on social media platforms (and whether this is for connection purposes or for the consumers' self-promotion). It is evident that social media usage is now a great aspect of a live music event, with common viewpoints of how the experience is being watched through a phone today as opposed to actually living it through the eyes. However, the research will inform us about how that society think about their habits.

References:

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Angela Eva Szemcsuk & Nicole Mitsche

The family decision making process and the adjoined experience for events

The research presented investigates the role and the process of families' decision-making for events, based on the case study of the Sunderland International Airshow. Family decision making is a significant research topic in consumer behaviour, with a strong focus on examining the role of the relation between the husband and wife on different levels (Wang et al, 2004). In the decision-making process the family members can play different roles in the process, such as children can be the initiators and the influencers, while parents can take up the role of the decider, buyer and the user (Kotler, Bowen & Markens, 1999).

It has been predicted that family travel will continuously grow quicker than other forms of vacation travel, especially as this type of travel reunites and connects families and family members away from home (Yesawich, 2007). During the recent years the annual family holiday became essential rather than a luxury (Beioley, 2004), but the significance of the family market it is not studied in the tourism research (Schanzel et al., 2012). Events provide a similar experience for families, but specifics of their decision-making and events experience are under researched.

Experiences can be described as a subjective, intangible, uninterrupted and personal phenomena (O'Dell, 2007). The word "experience" can be associated with two different perspectives: the moment-by-moment lived experience and the assessed experience (Highmore, 2002). The assessed experience is the main focus in the tourism experience research, often being accounted as being inside a participant who is involved with an event on emotional, physical, intellectual and spiritual degree (Pine & Gilmore, 1999), creating memorable effects and feelings (Gram, 2005). The day to day experiences are though different than the tourist experiences, as tourism creates complex experiences, memories and emotions (Noy, 2007). Focusing on-site experiences, visitor experiences are defined such as a connection between the visitor and destination, the destination is the place where the experience is produced and the visitor is the actor of the experience. (Stamboulis and Skayannis, 2003).

The research aimed to discover and critically analyse the family decision making process and the experience created at the Sunderland International Airshow 2017. The research objectives were (1) to critically analyse the families' decision-making process to attend the Sunderland International Air Show, (2) to discover the role of the children in the decision making and (3) to discover the family experience created during the Sunderland International Airshow. The study used qualitative research methods, interviews with parents and participant observation during the 2017 event.

The results highlight that days out are important for the parents as well not only for the children. Parents taking part in the event are looking for relaxation, they are searching for some free time away from home, away from day-to-day life. The data collected shows that the wife in the families was a strong decision-maker, while children can influence the decision, but they are not the main decision maker. Family holidays are not always

producing harmony and happiness, they can generate sometimes stress and arguments. However, families are experiencing good moments while away on holiday.

Summarizing the findings about the parents and the children's experience, when the parents and children gathered good experiences from the event they are more likely to be escapist according to the Pine & Gilmore (1998) framework, by engaging, immersing, losing time and forgetting space kind of experience. When the parents are experiencing good moments, they are becoming esthetic or a non-event, corresponding with the findings from this research, such as parents enjoying the sight or the sound of the airplane display, or by watching the children playing in the sand; or by just relaxation and having some free time (Gram, 2005). The study established that family members do not always have similar experiences created during the event, even if they are participating in the same activities, highlighting the emotions and meanings produced during the Airshow.

The tourist pattern and the families are continually changing so role of the children will change too, "family tourism is predicted to grow more than other form of leisure travel because it represents a way to reunite family and for family members to spend quality time with each other, away from the demands of everyday life" (Schanzel, Yeoman, 2014, p. 357).

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Tom Mordue

Tourist acceptance and local resistance to on-shore wind farms in a UK rural setting

In the UK, as in other parts of Europe, the erection of on-shore wind farms in rural landscapes is often a controversial process, particularly at the local level where wind farm developments are proposed. For many people directly affected by such developments local senses of place and landscape are set against wider environmental concerns regarding pollution and global warming. Placing wind turbines is thus a considerable, complex, and multi-scaled political issue (Jovilet and Heiskanen, 2010) in which public acceptability 'cannot be taken for granted when wind energy moves from abstract or principal support (as evidenced in national surveys) to local implementation' (Barry et al, 2008: 92).

Whilst true, anti-windfarm voices in any locality have to wrestle with the practical difficulty of protecting what they see as their immediate interests against wider renewable energy policy, and a growing renewable energy market, while avoiding charges of parochialism, exceptionalism and NIMBYism. This is where tourists can be an important political ally. If the locale is popular with tourists, it is a common tactic for local activists to enlist tourists as agents of resistance to the threat of wind farms, arguing that tourists would simply vote with their feet as the local landscape becomes despoiled by the presence of wind turbines. Tourist interests are therefore positioned politically as the same as local interests whether real or not, and by doing this anti windfarm voices are able to make an economic case alongside their cultural and aesthetic case.

This paper seeks to examine these issues in some depth, and presents a case study set in Northumberland, UK, which is largely a rural county, popular with tourists, and which is wrestling with the types of issues outlined above.

Pavlos Arvanitis

Southampton as a cruise home port tourism destination

Southampton is one of the major cruise ports in northern Europe with over 1.5 million cruise passengers departing from its docks. The aim of this paper is to explore the travelling patterns to and from Southampton for those who come to board on a cruise. This paper presents the preliminary results of a study analyzing the pattern cruise passengers follow while travelling on a cruise from Southampton. A random sample of passengers has been selected to conduct the primary study at Southampton Cruise Terminals prior to departure. Given that Southampton is a major cruise terminal both in the UK and Northern Europe it would be beneficial to identify where cruise passengers come from, how they get to Southampton and how long they stay here for. The latter is of major importance, as a small increase in the overnight stays in the area will have a significant impact on income and employment generation at local and regional level. As these are the preliminary results the aim of this paper is to obtain feedback from the reviewers and the delegates in order to analyse the data further, so it should be classed as a working paper. The 12-month research project is fully funded by Southampton Solent University.

Stephanie Preston

Exploring the influence of work environment on the relationship between HRM and employee wellbeing and performance in the airline industry

Research on the link between HR, performance and well-being has identified two competing perspectives. The mutual gains perspective suggests adoption of key HR policies and practices can lead to improvement in both performance and wellbeing, whereas the critical perspective suggests the impact of HR on performance occurs through work intensification and is therefore likely to have a negative impact on well-being. One possible explanation for this discrepancy is that there may be two separate linkages, with performance influenced by HR policy and practice, and well-being influenced more by the work environment (line management, team dynamics etc.) Given the trend for HR to become more remote from the shop floor operations there is increasing potential for a disconnect to develop between apparent 'best practice' HR adopted by an organisation, and the day to day work environment experienced by staff.

Kwan Keung (Steven) Ng, Francis Chiang, Karen K.Y. Lee, & Hector Rivera III

A survey on the travel experience of mainland China students in Hong Kong

Students from China have availed of the opportunities for obtaining overseas degrees outside the mainland, specifically in Hong Kong after 1997. From 2004-05 there was a significant rise in the numbers of students from Mainland China studying in Hong Kong programmes, increasing by three-fold to 11,548 in 2014-15 (Matthews 2016). Mainland Chinese students by far make up the vast majority of all non-local students in Hong Kong tertiary institutions. This influx of students has had major repercussions in local tertiary institutions, resulting in rising cultural tensions between the Hong Kong and Mainland Chinese student populations. There have been many documented incidents of cultural and political conflict with the most significant being the Occupy Central movement in 2014 and this situation has already resulted in a drop in Mainland Chinese students applying to study in Hong Kong for the 2015-16 academic year (Steger and Hu 2015). Because of this problem, this study will look further into the underlying reasons for this conflict, focusing specifically on one particular area, namely Mainland China students' travel preferences, motivations, expectations, ease of travel mobility, dynamics and factors (PESTLE) which can contribute to travel experience of students admitted into tertiary programmes in Hong Kong.

The study aims to facilitate improvements in how Mainland China students' travel needs and expectations are better addressed and recommend specific practical actions which relevant stakeholders such as local tertiary institutions and government bureaus (Education Bureau, Immigration Department and the Hong Kong Tourism Board) can implement to improve the level of service, improve relations between Hong Kong and Mainland China students and increase the competitiveness of Hong Kong as a major destination of choice for Mainland Chinese students who want to pursue tertiary education outside Mainland China.

We plan to conduct quantitative research in the form of surveys with students in Mainland China who are eligible for tertiary studies in Hong Kong as the target population. A questionnaire will be adapted from the one used by Tian and Said (2011) and further developed to draw out the preference and motivations of Mainland Chinese students for travel to Hong Kong. The questionnaire will gather data covering the following areas:

- Demographics
- Travel experience
- Destination features toward service delivery
- Respondents' visit satisfaction
- Future behavior of the respondents
- Respondents' emotion during their holidays

The questionnaire will be evenly distributed to students in both Northern and Southern China to capture the wide spectrum of China's student population, with a target sample size of 400 undergraduate students in total. Frequency distributions, factor analysis will be used to analyse and interpret the data. Any correlations between different factors will be

identified. Conclusions and recommendations will be made based on the analysis and insights of this study regarding the priorities of Mainland China students' travel experiences and preferences and which will validate and inform strategies of relevant institutions and stakeholders in the tertiary education industry in Hong Kong who cater to this particular segment. It is hoped that this study will provide practical insights to improve the competitiveness of Hong Kong as a major hub of education in Asia.

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Ivan Ka-Wai Lai, & Kwan-Keung (Steven) Ng

The effect of destination image on destination brand equity of a gaming city: Gaming tourists vs non-gaming tourists in Macau

Either enjoying a vacation or doing business, tourists usually visit cities where gambling is legal to experience diverse activities. Therefore, in recent years, casino gaming is extremely growing in many tourism cities such as Macau and Singapore. This change may affect the image of a destination city. Recent tourism literature reveals that destination image, which consists of six dimensions (nature, culture, infrastructure and socioeconomic environment, atmosphere, social conditions, and affective destination image), influences brand equity (brand awareness, brand loyalty, and perceived value) of tourism destinations (Gomez, Lopez, & Molina, 2015). For a gaming city, there are two types of tourists (gaming tourists and non-gaming tourists). These two types of tourists may have different perceptions on different dimensions of the destination image of a gaming city.

This paper proposes a study which aims to compare the differences in the effects of different dimensions of the destination image on destination brand equity of a gaming city between gaming tourists and non-gaming tourists in a gaming destination. In order to adapt the nature of a gaming destination, this study plans to extend the extant measurement scale of destination image by adding a new dimension (casino). For achieving the aim of the study, a questionnaire survey with these two groups of tourists will be conducted in Macau. A pilot test will be conducted to verify the content of the questionnaire. Then, further questionnaire survey will be conducted. The target sample size is 600; 300 are gaming tourists and 300 are non-gaming tourists. Since Macau is a small tourist city, there is no special nature landscape but there are numerous historical and cultural heritages, thus, the dimension 'nature' is revised to 'historical and cultural heritages'. According to the characteristics of seven dimensions, these seven dimensions are further converted into three groups (history and culture, modern infrastructure, and city atmosphere) to form a two-level measurement scale of destination image. The measurable items of seven dimensions of destination image and dimensions of destination brand equity are borrowed from previous studies such as Gomez et al. (2015).

For adapting the research setting, little revisions will be made. An expert consultation will be conducted to validate the content of the revised measurable items. Partial least squares (PLS) hierarchical modelling analysis will be applied to examine the effects of destination image on destination brand equity. Then, PLS multi-group analysis will be performed to distinguish differences in the effects of seven dimensions of destination image on brand equity in a gaming city between gaming tourists and non-gaming tourists. This study attempts to contribute a two-level measurement scale of destination image that is suitable for researchers to take further destination image studies in gaming destinations. This study also attempts to provide knowledge for marketers and researchers to understand the behaviours of gaming and non-gaming tourists affecting by different dimensions of the destination image. The results of the study attempt to provide recommendations for the governments of gaming cities to formulate their strategies to develop its destination image in order to attract gaming and non-gaming tourists.

Keywords: destination image, destination brand equity, gaming tourists, hierarchical modelling analysis, PLS multi-group analysis

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Gomez, M., Lopez, C., and Molina, A. (2015). A model of tourism destination brand equity: The case of wine tourism destinations in Spain, *Tourism Management*, 51, 210-222.

Velmurugan Pasupathi and B. George

A quality assessment study on east coast road in Tamil Nadu, India

Global Evolutions on Social and Economic aspects along with the Civilizations are catalysed primarily by the evolution of Roads and subsequent modes of Transport only. Effective road networks are vital to prosperity of any economy. Roads and Infrastructure provide not only major means of transport for both passengers and freight but also are crucial in economic development of any country. Roads across the world and the Good physical connectivity in the urban and rural areas have been trump cards for Tourism growth, India is no exception. In fact India's rapid growing economy has witnessed a rise in demand for transport infrastructure and services. When roads are developed they can be used as a facilitator and as an attraction too. Roads designed to meet certain standards can become an attraction for tourists in the long run and in turn to tourism development too.

United Arab Emirates, Singapore, Switzerland, Japan and France are top countries in Road Quality Index in 2017. Route 66 U.S, Great Ocean Road Australia, Trans-Canada Highway Canada, National Express Ways Japan, Golden Quadrilateral Road India are some of the major road network of the world contributing for the economic growth as well as shouldering tourism in the respective countries. The East Coast Road in India was originally developed by a process of interlinking and improving a series of small village roads that connected the fishing villages along the coast of Bay of Bengal. This road project is funded by Asian Development Bank connects Chennai Metropolitan City to Kanayakumari. This road connects Kovalam, Mahabalipuram, Pondicherry, Chidambaram, Karaikal, Rameshwaram, Gulf of Mannar, Tuticorin and Kanyakumari the famous tourist destinations of Tamil Nadu State of India. This study aims to assess the quality of East Coast Road and provide insight about the contribution of this road to Tourism Development in Tamil Nadu, INDIA. This paper will measure the Infrastructure facilities, Tourism, Traffic flow, Environmental Conditions and Security concerns of the East Coast Road. This multidisciplinary paper will be prepared through questionnaire survey method, appropriate testing will be used to test the Hypothesis to measure the quality. Implications and Recommendations for Government and NGO's of Tamil Nadu will be discussed for future Research.

Serkan Uzunogullari, Sharon Wilson & James Johnson

Not the Blue Mosque. Where would you like to take me?' Destination branding through the narratives of taxi drivers in Istanbul

This paper investigates the ways in which visitors experience Istanbul through narratives of taxi drivers. Taxi drivers whilst not identified as official 'cultural brokers' can act as unofficial tour guides influencing how tourists interpret and experience the city (Bae et al 2014; Garcia-Almeida & Klassen 2017, Cetin and Yarcan, 2017). Tour guides are an established part of the tourism industry yet as a profession tour guiding has received relatively little attention in tourism literature (Ap & Wong, 2001; Huang, Hsu, and Chan 2010) with previous research focusing on the role of tour leaders (Luoh & Tsaur, 2013), emotional labour (Wong & Wang, 2009) and quality of service (Heung, 2008; Mak et al., 2011, Min 2016). Acting as cultural brokers tour guides often work within an official message of a destination brand with tours consisting of trained itineraries and structured routes that capture established and must see tourist icons (Yu, 2017). It is noted that such scripted tours may lack authenticity (Obrador and Carter 2010). This study explores how taxi drivers "commonly assumed to be passive and guided by established rules" (De Certeau 1984: xi) juxtapose 'official' must see attractions, with the logic of navigating fares, the ebb and flow of the city and in doing so may provide an alternative pathway through or vision of the city which exist outside of official brand narratives.

This qualitative study consists of interviews with 15 registered taxi drivers in Istanbul during July 2017, interviews were conducted in Turkish and translated into English. Results indicate that Istanbul taxi drivers consider themselves a reflection of the city, that they are well versed in knowledge about the city. As a representative of the city Istanbul taxi drivers felt they have an obligation to share knowledge with the tourist passenger, however language barriers can prohibit meaningful communication. By asking taxi drivers, 'Where would you like to take me?' we have been able to establish how routes are negotiated in the temporary relationships between drivers and passengers as social, cultural and economic relationships orientate representations of place. In this paper we consider the moral compass of the taxi driver who, whilst operates within regimes of institutionalised destination images, due to their autonomy can also constitute alternatives by taking their customers 'off the beaten track'.

Agnes Salajczyk and Richard Sharpley

Body worlds: A project of happiness?

Since the term ‘dark tourism’ – or tourism to places of or associated with death and suffering – was coined more than two decades ago, increasing academic attention has been paid to the phenomenon. It nevertheless remains contested in both its conceptual underpinnings and practical applications, although many suggest that it most usefully provides a context for understanding how contemporary societies confront or contemplate death and mortality (Stone & Sharpley, 2008). Indeed, research has increasingly focused on how tourists experience dark sites whilst, recently, it has been suggested that such experiences might be most fruitfully explored through the lens of emotions (Ashworth & Isaac, 2015). That is, tourists’ experiences of dark sites might best be understood through their emotional responses to such sites.

This conceptual paper follows this suggestion through an exploration of the emotional dimension of experiencing the Body Worlds exhibition. Intriguingly, two of these exhibitions, in Amsterdam and Heidelberg, are subtitled, respectively, ‘The Happiness Project’ and ‘The Anatomy of Happiness’, both claiming to reveal how happiness effects well-being and health. The question that immediately arises, then, is: can a visit to Body Worlds inspire the emotions of happiness?

Ekman recognizes happiness as one of the six basic human emotions which, along with sadness, anger, fear, surprise, disgust and interest, is relatively easy to detect by reading facial expressions (Ekman, 1971). Happiness is also frequently referred as the concept of “life-satisfaction” (Veenhoven, 2015) or well-being. This description, however, is not without need of further analysis. Well-being embraces both objective well-being, referred to as “external quality of life”, and subjective well-being (SWB) which focuses on “internal quality of life” (Veenhoven, 2000). Those two states can coexist and create a general sense of happiness, although a person with perfect health, good family life and a successful career could still be generally not happy, hence demonstrating a weak link between objective life circumstances and levels of happiness (Layard, 2006).

As tourism is a voluntary activity, it is typically analyzed through the lens of its hedonistic outcomes, happiness included. However, dark tourism experiences may inspire alternative (negative) emotional outcomes, such as anger, fear, grief or, actually, unhappiness (Best, 2007). Thus, therefore interpreting a dark site such as Body Worlds through a positive, educational lens, as a place embracing the beauty of the human body and mind, is especially challenging.

Therefore, this paper aims to investigate whether it is possible to link a visit to a dark site like Body Worlds with an outcome of positive emotions, especially as intense as happiness. In other words, it asks: is it possible to feel a sense of joy, happiness or even serenity while being surrounded by cadavers, unborn foetuses and body parts in different stages of illness. As most of the scholarly work on Body Worlds is relatively limited (Burns, 2007) and there is little academic research determining the pedagogic impact of the exhibition (vom Lehn,

2006) this paper will create a basis for further research designed to capture the phenomenon of Body Worlds.

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Hany Awad

The tour guides' role as brokers of authentic, rather than ready-made, experiences

Due to their unique position, tour guides can initiate a close, intense and influencing contact with tourists, generate repeat and new business and impact the image of tour companies and destinations. This corroborates the significance of their role and tremendous part they play in orchestrating their audiences' impressions and experiences. Nevertheless, due to the scant understanding of the tour guides' role, many opinions from the public and tourism industry officials believe that their profession is not so creative. Thus, guides still represent a largely underrated, undervalued and underutilised human resource, in spite of the largely acknowledged important tasks they assume in the tourism system.

Many authors have accentuated the importance of the tour guides' interpretive role and their capacity to be effective mediators; however, the pathways and strategies through which guides effectively engage with visitors to enhance their experiences are poorly understood. Moreover, while much has been written on the various roles and sub-roles that tour guides simultaneously perform, a careful review reveals that there has been very little, if any, attempt made to address their impacts as brokers and architects of experiences. One of the main reasons of this gap is the lack of understanding of the significance of their role, and the newness of this construct. Hence, it is the aim of this paper to close this gap by developing a framework that can coherently and appropriately shed light on this phenomenon.

Tour guides should be viewed as experience enablers whose task is not to foist ready-made experiences on visitors but to empower them to experience whatever it is that they came to experience. As experience brokers, tour guides maintain consumers' interactions with their products and services and aim to deliver quality performance based on the destinations' promise, to engage their audiences in a personal way which is a main driver of customers' authentic experience. With this as a foundation, the chief goal of this study is to critically examine the tour guides' role as experience brokers and scrutinise their strategies and approaches to trigger their audiences' experiences.

It is anticipated that the research will adopt an inductive and qualitative approach, which is considered the most appropriate method, given its exploratory nature and the limited availability of information on this topic. An empirical context based on the Egyptian experience, wherein tourists spend a multiple day trips, will be presented to investigate this subject area. It is predicted that an ethnographic approach will be fostered through the immersion in and recording of all actors' encounters and interactions, which is considered a key principal of the ethnographic research to access participants' conceptual world. An interpretative approach will be applied through observations and in-depth interviews with the study's participants to explore their perspectives. Hermeneutics will be brought to bear on the research's interpretative stance, in order to read participants' practices and behaviours, in a way that brings understanding (Crotty, 1998). Finally, one of the key

expected findings of this research is that tour guides are intuitive experience designers through their narrative and service cues.

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Tam Nguyen Minh & Ilenia Bregoli

Measuring the interrelationships of events, destination image, destination satisfaction and destination loyalty: Observations from Lincoln, United Kingdom

The aim of this paper is to investigate the relationship between events, cognitive destination image, destination satisfaction and destination loyalty of the city of Lincoln (UK). which is measured by the attitude and behavioural intentions. In addition, the structure of destination image for the city of is also investigated.

A quantitative cross-sectional research design was utilised as a primary method for this research. Research respondents were recruited through non-probability sampling and were selected in a whole host of local events and seasonal festivals in Lincoln, UK from November to December 2017. In total 205 responses from domestic tourists were collected and data was analysed through Structural Equation Modelling (SEM) with the support of AMOS software.

Data analysis has not been completed yet, however this study will analyse the destination perceptions of visitors attending local events within the city of Lincoln. In particular, perceived destination image, satisfaction and destination loyalty will be analysed. In addition, the study also investigates structure of destination image and whether it has a direct influence on destination loyalty or an indirect impact on destination loyalty through destination satisfaction. With regards to the direct relationship, each attribute of cognitive destination image (such as destination attractiveness, tourist infrastructure, night life and entertainment, and prices) will be analysed as to whether they have an impact on the likelihood to recommend the destination to others, and respondents' revisit intentions. With reference to the indirect relationship, the empirical research will analyse whether cognitive destination image acts as an antecedent of destination satisfaction which, in turn, affects destination loyalty.

Limitations of this research are linked to the timing where this study was completed. Since data was collected during winter events hosted in the city of Lincoln, it might be expected that perceived destination image of visitors travelling in different seasons might be slightly different. Secondly, in this study only some cognitive factors were used to measure the destination image, thus future research should study affective destination image in order to have a thorough understanding of visitors' perceived destination image.

This research provides a theoretical insight about the importance of hosting events in small city like Lincoln and a better understanding of destination image perceptions of domestic tourists travelling to a relatively small destination in the UK.

Jo Guiver, Kate Torkington, & Davina Stanford

European tourism plans: Growth and sustainability

Most tourism plans at destination, area, regional or national level mention their intention to make their tourism more sustainable, yet most also refer to their plans to grow revenue and the numbers of tourists visiting.

This research explores how national tourism plans from a large number of European countries reconcile their plans for sustainability and growth. The plans gathered by and translated by members and contacts of the International Tourism Masters Network were analysed to ascertain whether, by how much and how nations intend to expand their tourism and if and how they planned to address the local and global sustainability issues associated with tourism. A deeper discourse analysis of six plans was undertaken to investigate the meanings given to 'growth' and 'sustainability' within the texts of the plans.

Initial findings* indicate that almost every plan advocates growing international tourism numbers and revenues which, if each nation attained that growth, would cause a phenomenal rise in European international tourism. Many of the plans target markets from Asia, noticeably China and India. Again, it appears impossible for every country to achieve their targets and aspirations to raise countries' rankings in European league tables are definitely mutually unobtainable.

'Sustainability' and associated words appear far less frequently in the plans than 'growth' and associated concepts. While the location and type of new tourism development and plans for marketing are often very detailed, sustainability tends to be referred to in more abstract ways. Where specific actions are described, they are mostly localised and relate to accommodation. No mention is made of the global impacts, noticeably the CO₂E from aviation, with increasing international tourism.

The role and influence of national tourism plans on how tourism develops within a country are examined. The paper then discusses how national aspirations are creating impossible and unsustainable demands for tourism development and the implications for sustainability of the evident competition for international tourism. The possibility of international degrowth (Hall 2009) of tourism is reconnoitred, but the barriers are more apparent than the pathways.

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Julio Munoz, Tom Griffin & Michael Humbracht

Towards a new definition for “visiting friends and relatives”

Visiting Friends and Relatives (VFR) is one of the largest yet most neglected segments in tourism research. Around a quarter of all international travellers report that VFR is their main purpose of travel (UNWTO, 2014). In terms of domestic tourism, the size of the VFR market is generally larger, as here in the United Kingdom where VFR accounted for 34% of all domestic travel (Visit Britain, 2013) and in South Africa where VFR represented 72% of it (Rogerson, 2015). VFR also offers a set of specific benefits to the tourism industry and local communities (Griffin, 2013). For example, VFR travellers tend to return many times to the same destination, which makes them more profitable in the long term (Meis et al. 1995); they travel at any time throughout the year overcoming the seasonality of the tourism industry (Hu & Morrison, 2002); and they are less intrusive for local communities, less harmful for the environment and overall more sustainable (Griffin, 2013). Yet, in spite of its size and benefits, VFR remains one of the most neglected areas of research in tourism (Backer & King, 2016).

The presentation will discuss the main findings from a recently published article by the authors that aims to re-define VFR mobilities. The paper builds on previous literature that has demonstrated how a lack of understanding of what VFR encompasses facilitates the phenomenon to be undervalued and misunderstood. Without a clear conceptual definition, VFR continues to be presented with inconsistent and conflicting parameters, which creates discursive confusion rather than clarity and appreciation (Munoz et al., 2017). This is important as tourism is often presented as a positive force for economic development in a wide range of communities and VFR is almost routinely overlooked with high-yield (hotel consuming) markets favoured; this is despite a growing body of literature that has explored the sustainability and positive community impacts of VFR activity and potential (Griffin, 2013). A review of existing definitional work on VFR will be discussed, and a new conceptual definition offered. Mobility Influenced by a Host (MIH) is first distinguished from other forms of human movement; VFR is then positioned as a form of MIH that includes face-to-face interaction between a host and visitor who have a pre-existing relationship (Munoz et al., 2017).

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*Theoharis Gkougkoulitsas & Eftychia Kasapi***Sports science and tourism development. A critical analysis of hospitality from Brazil Mundial 2014 and the Olympic Games 2016**

It is today common knowledge that sport has become an important criterion for choosing a tourist destination. The increase in sports and exercise rates, coupled with improved consumer purchasing power and the popularity of major sporting events, dictate the business outlook for sports tourism. In this context, and on the occasion of hosting two major sports events from Brazil (Mundial 2014 and 2016 Olympic Games), we analyze how the concept of a tourism agenda is linked to large-scale sporting events. In the first part of this paper we introduce the notion of athletic tourism, linking it to the major sporting events.

This paper also in the second part, analyze the characteristics of the sporting events and their social significance, noting that large-scale sports events have emerged as political and economic representatives of the organizing countries or cities, as a valuable opportunity to promote their tourist product and explain their increasing interest to host such events. Then, having the scope of our Brazil analysis, we are analyzing that the developmental processes associated with Brazil's 2014 World Cup and the 2016 Olympic Games are characterized by multidimensional, complex but paradoxical nature. The hospitality from Brazil of the two major sporting events, which marked its developmental acceleration, its tourist development, its political and social stability and its emergence as a qualitative tourist destination of special interest, will lead to healthy tourism development throughout the country, if it accepts society, there is a lifting of social and spatial inequality and, finally, if the huge profits of the events are brought to the masses and a positive social, financial and cultural footprint in the country and the cities that hosted them.

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Theoharis Gkougkoulitsas & M. Manou

Tourism marketing strategy for Naxos island in Greece

The tourist market of the southeastern Mediterranean geographic region in Greece is constantly evolving and constantly evolving with new consumer preferences. These changes in the international tourism landscape, coupled with the economic crisis and new developments in Greece's economic activity, have led to the need for new proposals in the tourism sector. These proposals include strategic planning to show each advantage for each region - region or city separately. This promotion, however, in order to be successful should include a plan with clarity, objectives, analysis of the external and internal environment, timetables for implementation and monitoring of the results. Thus, we need a tourism development tool such as Strategic Marketing Planning.

Naxos, the "Ariadne Island" as it is called, has an area of approximately 430 square km, 148 km long and is located in the "heart" of the Aegean Sea. Its key position - a crossroads between Eastern Europe and Asia, as well as Southern Europe and Africa - has been drastic to erase a remarkably rich historical course over the centuries.

This paper firstly examines some recent literature and discusses both the theoretical concept of destination experience and its measurement. Then, it describes the sample and measures used in the empirical study. It is followed by the reporting of empirical research results. Finally, it concludes by identifying certain implications. Visitors questionnaires were distributed to hotels in Naxos at Apollon Naxos Airport and Port of Naxos. People who filled the guest questionnaire were Greek and foreign tourists who chose to visit Naxos. 117 people answered the questionnaire. The questionnaire includes 27 questions on personal perceptions and demographics of respondents. The questions were open, limited with multiple choices or evaluation questions regarding travel details, tourism development and tourism development in Naxos.

The results have led to the proposal of a marketing plan for the development of urban tourism in Naxos, which underlines the need to strengthen and promote the presence of the island on the Internet and on social networks. There is still a need to upgrade the provision of tourist information so that visitors are better informed about every tourist and cultural aspect of the island. Lastly, Naxos is projected to focus more on the family holiday market. We hope that this essay will be a useful tool for those involved in tourism and will help in the tourist development of the region. A better understanding of the links between tourism, growth and competitiveness, particularly in the context of possible cooperation between the urban and tourism sectors, will enable professionals to improve their work and eventually allow a competitive advantage.

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Omer Coban

A Green event: Bozcaada International Festival of Ecological Documentary (BIFED)

The concept of sustainability emerges as a combination of both positive and negative environmental, socio-cultural and economic impacts known as the triple-bottom-line (TBL) (Elkington, 1998). Events are one of the important components of the tourism industry and support for tourism development in destinations, have positive and negative impacts on physical, socio-cultural and economic environments. There is a large body of study examining the economic impacts of events and the socio-cultural impacts of events. On the other hand, the number of studies examining the environmental impacts of events has only started to increase in the recent decade (Laing & Frost, 2010; Mair & Jago, 2010). The main negative impacts of the events on the environment can be listed as transportation, traffic congestion, air and water pollution, noise pollution, waste management, sewage disposal issues, use of water and energy, recycling, overcrowding and food acquisition. Because of recognizing the various negative impacts of the events on the physical environment, the concept of “green events” have come to the forefront. Laing and Frost (2010: 262) defines green event as “an event that has a sustainability policy or incorporates sustainable practices into its management and operations”. Green events also can be defined as planning, designing, organizing and operating activities in the processes pre-events, during the events and post-events to minimize environmental problems (UNEP, 2009: 9; Moise & Macovei, 2014: 37). In studies, the concept of green event is also reported as “sustainable event”, “conscious event”, “responsible event” and “environmentally friendly event”. In this paper, the use of the concept of green event is preferred because of the simple and striking nature.

The Bozcaada International Festival of Ecological Documentary (BIFED), which has been held since 2014 in Bozcaada (Tenedos) in Turkey, a small island destination. The festival is a small-scale event organized by Bozcaada Municipality within the corporation of various stakeholders. It attracts small amount of attendees who highly motivated with environmental problems. In this paper, we preferred to analyze BIFED in the context of “green event” via case study framework depending on secondary data sources related to the festival. In the research, the BIFED event examined from various perspectives. The purpose of the research is to determine whether the event will be evaluated within the scope of the green event.

As a result of examining secondary data sources, there are strong evidences that BIFED can be evaluate as a green event. One of the most important evidence is the event creates low greenhouse gasses (GHG) emissions due to it is small-scale event and attracts a small number of participants. The theme of festival is directly related to the environmental problems. So it is possible to say that attendees who participate to the festival, both spectator/audience and participant/contestant, are highly motivated with environmental problems. Also the event is held in October, which can be considered as a low season for the destination, contributes positively to the physical and social carrying capacity of the destination. It can be presented as another evidence that the main sponsor of the event is Bores, the wind power plant operator in Bozcaada and one of the press sponsors is a Green

Newspaper. Lastly, it is also important evidence that the festival is a member of “Green Film Network”.

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Liz Sharples

Riding on a crest of a wave: Customer experience management in the pre-consumption phase of cruise tourism

This conceptual work will apply the relatively new concept of customer experience management (CXM) to the pre-consumptive stage of a tourist's journey; pre-consumption is defined as the post-purchase and pre-service phase. This research is important because CXM has had limited application within tourism in this trip phase and it is significant because holiday-lead-in times are lengthening.

Academics (Lemon & Verhoef, 2016) have highlighted that CXM is a more relevant approach than traditional customer relationship management strategies, because it is a more customer-focussed management concept which builds detailed relations with customers and is process-oriented.

Many existing tourism models have identified various stages within the tourism cycle, with many focusing on just the pre, during and post stages. Although some have attempted to identify the stage between post-purchase and pre-consumption (Prat & de la Rica, 2012), the descriptions are static and do not consider the various emotions during this phase. Research has shown a variety of feelings can be expressed during this stage. These include negative emotions of cognitive dissonance (Festinger, 1957), and positive feelings of a sense of well-being (Gilbert & Abdullah, 2002).

This research has focussed upon the cruise industry because of the particularly lengthy booking periods in this sector. The 2016 booking trends in the UK and Ireland cruise market show that there has been at least a 9-month lead in time for at least a quarter of the bookings over the last 10 years; over 10% of holidaymakers book over a year in advance (CLIA, 2017); some cruise passengers register an expression of interest in a future cruise up to 2 years before departure.

An interdisciplinary approach has been taken within this work and research has been taken from fields including management, marketing, psychology and tourism; this holistic strategy will continue within the methodology of this research. It is anticipated that a survey of cruise customers will be completed to establish their emotions at particular times during the pre-consumption stage to enable typologies of customers to be identified in this phase. In addition, it planned to question, through semi-structured interviews, elite industry practitioners to establish if/how they engage with their customers during this period. This work will extend academic understanding of CXM and its application to this timeframe. In addition, it will provide tourism and other service industry practitioners with customer typologies which will enable them to identify the needs of specific holidaymakers at different times in this pre-consumption phase.

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Dirisa Mulindwa

Street food in Uganda: Analysing the 'Rolex' from a transformative social innovation perspective

Food plays an essential part in everyday social life. Food and foodways, taken together represent the ways in which people relate to one another as well as the spaces in which they live. As urban spaces transform, people's ways of sourcing for food, eating and the sociocultural meanings of food also change, food cultures become fused, reinvented or improvised to engender new gastronomic spaces (Lee, 2017; Low and Ho, 2017). Cultural mobility through colonisation and later immigration of people to new communities along with their culinary habits is also responsible for how eating cultures in the host societies are localised and reorganised (Abbots, 2016). Street food serves as one way we can investigate how taste is constructed locally and why it can be localized in different situations with various forms.

The focus of this study is a street food known as 'the Rolex' in Uganda. A Rolex in Uganda has nothing to do with the famous Swiss watch, instead it is a street food that fused different food cultures to create a new product. It is made with chapatti (Indian origin), omelette (introduced in Uganda by the British) and a combination of vegetables including onions, tomatoes, cabbage and pepper. Uganda is developing country where employment opportunities are rare, there is insufficient labour demand due to inadequate firm creation and growth. According to the World Bank (2016) more than 30% of the population still lives below the poverty line. Most households earn their income from agriculture which is continually disrupted by the impacts of climate change. Therefore, novel responses to poverty reduction such as the 'Rolex' to help many household to earn income in informal, low investment activities are needed in Uganda. The rise and popularisation of the 'Rolex' serves as a tool in the socio-economic development of many people and families in Uganda.

The objective of this paper is to analyse the transformative dynamics of street food in Uganda with a focus on the Rolex. Transformative dynamics are here conceptualised as the forces that stimulate change within a system (Haxeltine et al. 2013; Haxeltine et al. 2016). I examine the history and local significance of the 'Rolex' to the everyday socio-economic life of Ugandans. In doing so I take the Transformative social innovation perspective to analyse the origins of the 'Rolex' and its impacts on the socio-economic benefits to Ugandans. Street food is rarely associated with social innovation or transformative change, therefore the novelty of this study lies on the Weick's (1984) idea that small wins could create the momentum for larger scale changes. The identifying and discussion of the processes of change brought about by the street foods such as the 'Rolex' is important as such changes go largely unnoticed while they could have the potential to result into more significant transformations with time (de Haan and Rotmans, 2011). This paper aims to contribute to the understanding of the social innovation in street food and the role it plays in transforming the socio-economic lives of Ugandans.

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Lynne Hall, Tom Flint & Nicole Mitsche

Expanding the child visitor experience: mixing realities in a contemporary sculpture park

This research considers how the visitor experience could be enhanced through intertwining and blending the real and virtual, creating a new mixed reality that extended and added to the destination. We discuss work undertaken with Jupiter Artland, a contemporary sculpture park in Scotland. Our focus was on co-creating a mixed reality for 8-11 year olds to enhance their visitor experience.

Technology is increasingly used in cultural spaces, long recognised as an attractor to engage children in museums and with culture (Roussou, 2004), with a range of apps available to enhance and extend the child visitor experience (Shrikant, 2017). Interpretation needs to be specifically designed with children in mind, engaging in their realms rather than the adult way of understanding (Tilden, 1957) and experience. Mixed Reality which aims to exploit the contextual space between real and virtual environments offering new ways to participate and engage is an ideal communicator in the world of technology experienced children. Nintendo's Pokémon Go has ably demonstrated how gamification can result not only in novel ways of digital engagement but also new ways to experience the real world (Burke, 2014).

In developing our mixed reality visitor experience, we had Jupiter Artland and its virtual twin constructed in Minecraft, a creative game popular in the researched age group. Jupiter Artland displays realised commissioned proposals from invited artists. Artworks are typically large scale and aim to have a significant impact on visitors. For example, in figure 1, Jencks' Cells of Life, on the central path there are 3 people highlighting the size of the artwork. Artists spend time in Jupiter Artland and produce work specifically for a chosen space within the grounds.



Figure 1. Cells of Life at Jupiter Artland and in Minecraft

Virtual Jupiter Artland is a facsimile of the real, a complete, geographically accurate and to scale version of Jupiter Artland constructed in Minecraft, see figure 2. Although Minecraft is a world creation game, this feature is disabled, with virtual Jupiter Artland presented as a finished space to be visited.



Figure 2. Jupiter Artland paper map and Jupiter Artland in Minecraft

Our goal was to use Virtual Jupiter Artland, in situ at Jupiter Artland, to create an engaging and memorable experience that mixed the real and virtual, providing 2 parallel but interconnected realities.

Co-creating with the same class of children over 3 years, we developed an integrated storytelling (role-playing narrative) and gamified (treasure hunt) approach that blended the real and virtual sculpture parks, and required the children to explore in both the real and virtual. Whilst for some children, the gaming element of the treasure hunt was the main motivation, for many this motivation emerged from engaging in the pretence that the narrative and virtual world are real. This pretence and the experience increased interest in the artworks with children having increased awareness of the artworks through the stories and memories they were attaching to them.

These results have contributed to the development of a framework within which we can take children across the conceptual barrier of the real and the virtual multiple times enhancing and extending the child visitor experience. Our findings highlight that scaffolding the canonical trajectory (that is the path through the experience selected by the curator or designer rather than that selected by the participant) with storytelling and gamification enables us to support the child visitor's transitions between real and virtual and their progression through the park.

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Minoo H. Esfehni & Melville Saayman

Typology of sustainable tourism events in national parks

Event tourism, as a sub-field of tourism, is a fundamental socio-economic tool for destinations across the globe (Collins and Flynn 2008, Getz 2012) including national parks. National parks around the world present a massive potential to host a wide range of events (Case 2013). While a national park provides an attractive venue for events which carries a set of unique aesthetic and bio-cultural values, it also acts as an important supplier of products (bio-cultural products, food, etc.) in events. On the other hand, events promote the park's marketing and image-making (Laing and Frost 2010, Higgins-Desbiolles 2018). Besides, events as an effective source of revenue contribute to decreasing financial conflicts of parks, relate to handling conservation projects and in general strengthen the parks institutional independence from governments.

However, concerns and sensitivities arise regarding the fragile bio-cultural resources in parks and the fundamental matter of conservation. Events within these territories need to be in line with the sustainable development objectives, aiming to leave the least destructive impacts on the process and progress of protecting the available resources of the parks over time.

There is a big lack of theoretical and empirical knowledge regarding the relationship between event tourism and national parks while the main focus in the few existing studies mainly limits to the environmental impacts of events. To fill part of this gap, this study responds to the call for critical attention to uncovering the nature and setting of sustainable events within the context of different types of protected areas. The goal is to explore the characteristics of the events which carries more benefits for the parks and consequently leave less negative impacts.

Qualitative semi-structured interviews with the authorities of four national parks in South Africa were applied to seek the objective of the study. The participants were recruited among the parks' general manager, tourism manager, marketing manager, and regional event developer. The participants were required to be involved, to various extent, with operating and promoting events in the parks. The interviews, which will be conducted in March 2018, have been designed based on the sustainability triple bottom line approach to explore the participants' expressions and experiences about types of events which fit the most the national parks regulations, regularities, and sustainable development objectives. Thematic content analysis will be used to develop the expected key finding of this study which is a typology model of sustainable tourism events in national parks for the first time. This model will classify events based on six criteria; a) theme (cultural, sport, educational and scientific, etc.), b) size (number of attendees), c) level (local, regional, national, international), d) paid or free entry, e) frequency (regularly scheduled or one-time), f) governmental, private, community based or mixed.

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Juan Pedro Aznar, Josep Maria Sayeras Masperra & Xavier Quer

Airbnb and hotel industry competition. A Game Theory approach based on quality investment and prices

Airbnb and similar technological platforms are changing the paradigm of the hospitality industry, becoming one of the most relevant topics in tourism research but also concerning practitioners. From how consumers decide when using the platform, the importance of online reputation, how the apartment photos affect consumers' decision, to the impact on the profitability of the hotel industry to the effect Airbnb short-term rentals are having in housing prices.

The importance of Airbnb in some of the most visited cities around the World is overwhelming, in the case of Paris the listing of apartments at Airbnb was equivalent to 40% of the available beds in the hotel sector. Most of the academic literature on Airbnb's impact in the hotel industry has been based in empirical evidence, lacking a theoretical framework to understand best hotels' response.

This paper represents an attempt to model the irruption of Airbnb and the optimum traditional hotel sector response. Based on utility function in which consumers satisfaction depends on distance to the center of the city and the quality of the service provided, a sequential game in which after the irruption of Airbnb apartments has taken place is developed. Hotels decide the investment in quality and then, hotels and apartments choose the optimum prices. The implications of the model are empirically tested using evidence from some of the most visited European cities including Paris and Rome.

The expected results of the model is that the price of apartments available at these platforms are a function of the distance to the center, that the profitability of renting for a long term contract has an effect on the number of apartments and that density of apartments will also affect the price. From the hotels' point of view differentiating by investing in quality is the best response, under some given conditions. This result is consistent with the change observed in the supply structure of the industry in our sample of European cities, with high luxury hotels increasing their share in the total accommodation supply measured either by number of hotels or available rooms. The location of the hotel, considered as an exogenous variables, therefore the distance to the center is also a relevant variable affecting the optimum investment in quality.

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Margaret Chui

To explore the effectiveness of digital and experiential marketing to attract customer participation to the Wine and Dine Festival in Hong Kong

The purpose of this study is to explore the effectiveness of digital and experiential marketing to attract customer participation to the Wine and Dine Festival in Hong Kong. With the purpose in mind, four objectives were developed. The first objective is to find out the evolution, theory, model, and concept of digital and experiential marketing. The second objective is to identify variables for this study. The third objective is to find out the most suitable research method to collect primary data for analysis. The fourth objective is to provide findings, make conclusions and recommendations.

A quantitative research method was applied, and a pilot test was conducted to test the consistency and reliability of the research instrument - questionnaire. 38 questionnaires (10% of sample size) were collected during the Wine and Dine Festival 2016. According to DiscoverHong Kong, 2017, the total visitors of the Wine and Dine Festival is 145,00 (in 2016). By using the formula from Niles, (2006), the sample size for the main study is 368. A snowball sampling method was adopted because the sample relied on formerly recognized group members to classify others who may share the same distinctiveness as the group that is already in place (Henry, 1990). Nunnally (1978) specifies 0.7 as an acceptable reliability coefficient. The Cronbach Alpha of both pilot (0.727 to 0.915) and main test (0.724 to 0.925) are all over 0.7, which means that the reliability of the research instrument is acceptable to excellent.

Descriptive analysis was used to explain the basic demographic data and general circumstances of the respondents. The frequency analysis was used to calculate the mean and standard deviation. Cross-tab was applied to analyse the relationship and compare the results of two or more variables and bivariate correlation applied to evaluate the statistical relationship between two variables. Linear regression was also applied to study the relationships between two continuous variables and describe the strength of the linear association.

The findings revealed that the majority of the sample of 368 respondents were joining the event for the first time, 158 (42.9%), while the others had more than 2 times participation experience. The key reasons for participation was wine tasting, 87 (23.6%), social gathering 68 (18.5%) and for fun 58 (15.8%). Normally, the respondents spent less than HKD800 to purchase wine, represented by 233 (63.4%) while some of the respondents spent HKD1101-1400, 57 (15.5%). The media that the respondents obtain event information are from word-of-mouth and search engine, 189 (51.4%) in which it matched the hypothesis 1 and 5 of this study.

The hypothesis findings show that the variables of owned media - HKTBFacebook (79.8%), paid media - search engine (32.9%), earned media - word-of-mouth(28.5%), experiential marketing - escapist 40.2%), experiential marketing - entertainment (38.2%) have moderate

to strong relationship to customer satisfaction. Moreover, the customer satisfaction also has a moderate relationship to customer loyalty (33.7%). To boost the number of visitors, it is critical to better utilize the owned media-HKTBFacebook; paid media - search engine and earned media - WOM to provide information and get the positive feedback from visitors. Besides, the experiential marketing is equally important. The marketer/organizer has to focus on escapist and entertainment experiences for the visitors.

The major limitation includes the scope of this study. It is good to continue to study, say three consecutive years, on which promotional tools are the best to promote the event to both local and overseas visitors and specific types of experience to enhance the visitor experience. The specific limitation includes the sample size, research bias, data analysis method and time constraint.

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Stavros Siderakis

The impacts of recession on Greeks' attendance at Mega events and the extent that economic vulnerability affects their decision-making.

This research was concerned with examining how the Greek citizens behave as tourists. The main aim of this study was to examine the impacts of recession on Greeks' attendance at mega events that are held abroad, and the extent that economic vulnerability affects their decision-making. Other related objectives included the impacts of financial crisis on the economic vulnerability of Greeks, the willingness of Greeks to attend mega events abroad and the influence of crisis on the Greeks' decision-making concerning visitation to mega events worldwide.

Quantitative research was conducted and 250 questionnaires received. By using this method, the various and different opinions of Greeks concerning their vacations, can be measured and consequently, a lot information can be concluded about the attitude of the majority of Greeks towards tourism and their attendance in events abroad. Finally, through the findings of this study, some recommendations are given in order to minimize the factors that prevent the Greeks from travelling abroad and maximize their attendance in mega event that held abroad. The findings reveal that the financial crisis has affected the decision-making of the Greeks concerning their vacations abroad to a great extent. The crisis led Greeks to differentiate their lives, change their lifestyle and adopt cheaper alternatives of living. Therefore, according to the evaluated data, after the beginning of the crisis, the Greeks have reduced the expenditures, the duration and the frequency of their travels and consequently, these facts lead to the understanding of the great extent that the recession has impacted on Greeks. As far as the attitude of Greek tourists towards attending mega events abroad is concerned, according to this research, there is a significant number of Greeks that are eager to travel abroad for their vacations, but they are not eager to travel abroad in order to attend mega events. However, for those who answered that they are eager to travel abroad for this reason, the study proves that the recession has caused a lot of obstacles on their decision-making and led to a further reduction of Greeks' flows towards these events. Additionally, some main reasons that can prevent Greeks from travelling abroad was identified, as these issues should be addressed to increase their flow abroad. Issues such as terrorism, the online economic crime, the fear of airplane and the increased bureaucracy in terms of issuing a passport are possible reasons that can prevent many Greeks from travelling abroad. According to the findings, the increased terrorism is the main reason that can lead many Greeks to avoid travelling in insecure countries. On the contrary, the other issues are not a great obstacle for Greeks. Finally, contributions of this study to the body of knowledge are discussed and suggestions for further research are given.

Luiz Cezar Coelho Souto de Araujo

The entry into the labor market of the professional in Gastronomy

The article aims to verify the need for continuing professional training in Gastronomy and to analyze the profile of the graduated professional and their acceptance in commercial establishments in São Paulo, in addition to comparing this professional to the one without academic training. The research was developed in two stages: the first, empirical, through semi-structured interviews and field research with restaurant owners and chefs. In this stage, the questions that a professional must present to enter and remain in the market were analyzed. The second step was based on qualitative analysis with five graduates and three with no academic training. In this stage, the acceptance of the team, the technical quality of the workforce in comparison to the professional without academic training and the commitment and professional development were evaluated.

The chefs of the restaurants analyzed have a slight preference for professionals graduated in Gastronomy, although, without much professional experience, but that they have trained in good restaurants and that they have completed the faculty in the regular time. This preference is due to the possibility of training in the restaurant, by the chef or the rest of the team, but using the technical language that the professional has already obtained in academic teaching. They report that they currently do not have enough time available to train a person who has not yet been trained and who has not gone through restaurants or technical education. The university makes the professional already start working with the command of both the language and the technique itself and the chef only needs to shape it according to the rules of their restaurant.

Many have reported that the non-formal education professional is also well regarded, but cannot achieve good jobs at the same time as the professional with training and still comes with some vices from previous jobs that are hardly removed, which often hinders the progress of day-to-day work. The results obtained with the professionals interviewed were similar. They found that insertion in the labor market was facilitated by the fact that they had a formal education, while those who did not attend a previous college said that they took positions more slowly. However, the latter stated that they had to undertake several free courses to update themselves.

The labor market presents great acceptance of the professional trained in Gastronomy, however it requires commitment and good technical level on the part of this one. There is still prejudice within some teams in relation to this professional, as it represents a threat to the team and also, it is usually involved in administrative matters, resulting in better remunerations in relation to the professional without academic training, even with less experience.

Continuing education was of fundamental importance in the permanence of the professional in this sector and in the career plan, both of the professional with training in Gastronomy, and of the one without academic training.

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Ayhan Kapusuzoglu & Nildag Basak Ceylan

The relationship among tourism revenue, tourism expenditure, number of tourist arrivals and Borsa Istanbul tourism index: Evidence from Turkey

The purpose of this study is to analyze the long run and short term relationship among tourism revenues, tourism expenditure, Borsa Istanbul tourism index and number of tourist arrivals for the case of Turkey. The data of tourism revenue, tourism expenditure, and number of tourist arrivals are gathered from the Turkish Statistical Institute and the data of Borsa Istanbul tourism index are obtained from EIKON database. The data are quarterly and the period that is studied is between 2003:Q1-2017:Q4. First of all, Augmented Dickey Fuller (ADF) and Phillips-Perron (PP) tests are used in order to test the existence of unit root. The results of the test show that all of the variables are integrated at order $I(1)$. In order to test long run relationship, Johansen Co-integration model is applied for the relationship between tourism revenue and tourism expenditure, tourism revenue and Borsa Istanbul tourism index and tourism revenue and number of tourist arrivals. The findings show that there is no long run relationship between tourism revenues and tourism expenditure, tourism revenue and number of tourist arrivals and tourism revenue and Borsa Istanbul tourism index. In order to test for the short term relationship, Granger causality relationship is performed. The results show that there exist short run relationship between tourism revenue and Borsa Istanbul tourism index suggesting that tourism revenue Granger cause Borsa Istanbul tourism index (uni-directional causality). There is short term relationship between tourism revenue and number of tourist arrivals suggesting that tourism arrivals Granger cause tourism revenue (uni-directional causality). For the relationship between tourism revenue and tourism expenditure, no short term causality relationship is reported.

The increase in the income of the tourism companies, which are traded in the tourism stock index, causes the increase in the cash flows of the companies. This level of increase in cash flows not only allows companies to increase their auto financing resources but also allows new investments to be financed by their own internal resources without the need to raise capital through stock issuance and / or borrowing through bonds, as well as increase shareholders' creating a stable payment potential. This is reflected as a positive signal to the markets and leads to a demand increase in the firms' stocks. Thus, the price of stocks increases according to the increasing demand and capital gains are generated. As a result, changes in the tourism stock index, which are traded by the tourism companies, can be predicted based on the increase or decrease in the tourism revenues in the direction of the existing one-way causality relationship.

Briony Sharp

Sport event volunteering: Exploring tourism motivations amongst Glasgow 2018 European Championships volunteers

The research aims to explore the motivations of sport event volunteers, focusing on a case study of the inaugural 2018 European Championships in Glasgow, Scotland. Specifically this research investigates the importance of tourism as a motivator of sport event volunteering. Glasgow's Tourism and Visitor Plan to 2023 identifies leisure tourism as the city's biggest future growth opportunity, while presenting six key strands focusing on Glasgow culture, event and sports capabilities. Therefore, this research is ideally placed to explore any potential tourism motivators stimulating the sport event volunteer workforce of the 2018 European Championships. Emerging from event legacy research, the developing field of social legacy research presents large potential in understanding the impact and possible legacies for the people involved in sporting events. Volunteers are a crucial and largely under-researched percentage of event legacy research (Fairley et al., 2014; Doherty, 2009); hence, this research aims to address the gap in literature concerning wider motivations associated with sport event volunteers to aid volunteer recruitment and retention strategies. Framed in social exchange theory, this research highlights the importance of recognising both potential costs and benefits experienced by the volunteers involved, as well as facilitating a theoretical understanding of any positive or negative impacts on future volunteer intentions. Furthermore, social exchange theory provides a useful framework in investigating the volunteer relationship between large, special events and volunteer intent to engage in similar events. Utilised across a number of sport event types (Dickson et al., 2015), this study employs an adapted version of the Special Events Volunteer Motivation Scale (SEVMS) as part of an online survey. Developed from previous uses of the SEVMS with additional questions exploring tourism and leisure opportunities, this tool will focus on four main research questions: Who is volunteering, previous volunteer experience, volunteer motivations and future volunteer intentions. The quantitative approach taken in the survey element of this research will be supported by personal observations during the Glasgow 2018 European Games. Research conducted by Jarvis and Blank (2011) suggests that tourism-based motivations are overall less significant to the volunteer than volunteer-based considerations; however, their findings present that a number of volunteers would consider themselves a tourist. The findings from this research will provide a further perspective on volunteer motivations, as well as the volunteer's tourist intentions while volunteering at a sport event; this is considered a useful addition in understanding future collaborative directions for destination and event volunteer managers in order to capitalise on Glasgow as an ambitious event city.

Nanthakumar Loganathan, Norsiah Ahmad & Roshaliza Taha

Exchange rate, price competitiveness and taxation on tourism demand in Malaysia: Quantile regression approach

This study examines the effect of Malaysia's domestic taxation policy, price competition and exchange rate with neighbouring countries on international tourism demand to Malaysia. Using a quarterly based time series data set over the period of 1996-2016, we adopt the bootstrap quantile regression model to provide a comprehensive relationship of international tourism demand to Malaysia. Our empirical results are in line with some findings in literature, and also some new findings, which is more accurate while using the quantile regression application. We find that, the taxation reformation in Malaysia has a negative relationship with the tourism demand at the 50th, 75th and 90th quantiles. Moreover, the study found that the price competition with Indonesia has very low effects on the tourism demand in Malaysia; and no exchange rate competition effects appeared in the study. These findings have opened up a new insight for the policymakers in Malaysia to improve the fiscal policies to increase international tourism demand in up-coming years.

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Josep Maria Sayeras Masperra & Juan Pedro Aznar

The Cuban restaurant industry: Where tourist want to go and what they want to eat?

The island of Cuba is living a deep structural economic and social transformation from the Fidel Castro regime to a new one, still not completely defined, in which private initiative, entrepreneurship and a more market economy oriented system are playing a key role. The Cuban government has progressively allowed for the development of economic activities less decided by public institutions and more private initiative. As a consequence an ecosystem of self-employees and small firms, especially in the tourism industry, has blossomed. The tourism industry is one of the most relevant sectors in terms of GDP contribution, the importance of the necessary flow of foreign currencies, a first laboratory for private initiative and market systems in their own idiosyncratic communist economy.

The restaurant industry has developed really fast, with many entrepreneurs setting up their restaurants facing the important decision of location and type of food as two basic characteristics to differentiate. Havana, the capital of Cuba, has a poor public transport system that works as an incentive for tourist to have dinners nearby to the hotels. This paper tries to analyze, using empirical data from a sample of 120 restaurants, if being located nearby to a hotel is an explanatory variable for a better economic performance. Considering the theoretical framework of Game Theory in which firms decide where to locate in a sequential order, to decide the first is expected to imply a better economic performance and a location close to the most touristic areas and as nearby as possible to the hotels. It is also a growing trend in tourism consumers behaviors the search for authenticity, for experience that allows the tourist to live the culture of the visited place. Considering the sample of 120 restaurants the type of food served, differentiating traditional Cuban food from other options has been analyzed as a possible explanatory variable for a better economic performance.

This is basically an empirical research that is expected to find a positive relation between offering traditional Cuban food and being strategically located nearby to hotels and economic and financial performance.

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