



INSTITUTO
DE TURISMO
DE ESPAÑA



INSTITUTO DE ESTUDIOS
TURÍSTICOS



with the collaboration of



THE FIRST INTERNATIONAL CONFERENCE ON THE MEASUREMENT AND ECONOMIC ANALYSIS OF REGIONAL TOURISM

Donostia - San Sebastian, Spain

27-28 October 2009

Palacio de Congresos Kursaal

FULL PROGRAMME

Also collaborating are the following institutions and entities: **Basquetour-Basque Tourism Agency**, the **City Hall of San Sebastian**, **CICtourGUNE** and **INRouTe**.

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WELCOME TO DONOSTIA – SAN SEBASTIAN

QUICK FACTS & GENERAL INFORMATION

Geography & Population

San Sebastian or Donostia is located in Gipuzkoa, one of the three provinces of the Basque Country, an autonomous community of Spain. Located in the far northeast corner of the Spain on the Bay of Biscay, San Sebastian's picturesque coastline and hilly surroundings have made it a popular beach resort. San Sebastian has grown tremendously over the past decade, making it the third largest city in the Basque Country with a population of 184,248 (2008 – INE census). Although more than half the population is classified as urban, the rural lifestyle maintains a strong influence, with a powerful sense of community and family.

Climate & Time

During autumn, San Sebastian weather is typical cool with light rain. October temperatures commonly range between 10°C (50°F) and 21°C (70°F).

Spain is GMT+1. New York 06:00 - London 11:00 – San Sebastian 11:00 – Mumbai 16:30 - Tokyo 20:00.

Currency & Credit cards

The EURO is the official currency of Spain. Most major credit cards are accepted in almost all hotels, shops and restaurants. Stickers with credit card logos are often in store windows or at checkout counters.

Banks

In general, banks are open from Monday to Thursday 08:00-14:00 and 16:00-18:30, and on Friday 08:00-14:00. Central branches of some banks may be open from 10:00 - 16:30 on Saturdays.

Emergency phone numbers

Ambulance.....061
Police.....112
Emergency Fire Department.....112
Emergency Hospitals.....112
Telephone Directory Service.....11888

Healthcare

Emergency treatment is free to everyone and is offered in public clinics and hospitals.

Language

A unique city, San Sebastian has two official languages, Spanish and Euskera or Basque. A number of residents also speak English, German and French as a foreign language.

Restaurants (varying)

Most cafes and bars are open all day from 8:00 until late in the night.

Restaurants and taverns are normally open for lunch from 12:30 to 15:00 and for dinner from 20:30 to 23:00. A limited number of fast food restaurants serve food all day, and are often open late at night.

Tipping

Tipping is not compulsory and is not expected in Spain.

Shopping hours (varying)

Retail stores: Monday-Saturday 10:00-13:30 and 16:30-20:00;

Supermarkets: Monday-Saturday 9:00-21:00; On Sundays all stores are closed, with the exception of most cafes, bakeries and some tourist shops.

Telecommunications

International access code for Spain is [+34].

Outgoing code is [00] followed by the relevant Country code (e.g. 001 for the USA or Canada, 0044 for the United Kingdom). For information concerning mobile phone service in Spain please contact your service provider for more information (telephone transmissions are based on GSM technology).

Transport around the City of San Sebastian

San Sebastian maintains excellent intercity public bus services. Intercity buses come approximately every 15 minutes from 06:00 until 23:00, with several bus lines stopping within close walking distance of the Conference venue - Palacio de Congresos Kursaal located in the neighbourhood.

Taxis

Taxis are white with a taxi-sign on top. Designated taxi stands are located at various points throughout the city and operate from 07:00 until 23:00, with some 24hrs. You may also request a taxi at your hotel concierge.

Useful tips

When taking the –

- **train**, tickets are sold in the train station, and onboard announcements are made before every stop;
- **city bus**, tickets are sold upon entrance to the bus, and television monitors usually indicate the name of the next stop.

CONFERENCE INFORMATION

ABOUT THE CONFERENCE SERIES

The Conference recognizes the importance of tourism in the economy and the relevance of information to support tourism enterprises and public bodies is undeniable, as stressed by UNWTO on the occasion of the G20 Summit “Tourism means Jobs, Infrastructure, Trade and Development”. Likewise, the perishable nature of tourism products and services, the long lead-time between investment planning and the formation of infrastructures both render necessary a precise monitoring of tourism flows to support complex environmental, economic and business decision-making processes.

The Conference is the first in a series of international conferences promoted by the Tourism Administration of Spain (Ministry of Industry, Tourism and Commerce, Secretariat of State for Tourism, and Turespaña) in cooperation with the, Basque Country Government and World Tourism Organisation (UNWTO), and in collaboration with Basquetour-Basque Tourism Agency, the City Hall of San Sebastian, CICtourGUNE and International Network on Regional Economics, Mobility and Tourism (INRouTe).

INRouTe is a project set in motion by the UNWTO and two Spanish entities (CICtourGUNE and Araldi, S.L.) that endeavours to emerge as an international forum reference for deliberation and knowledge exchange on the measurement and economic analysis of tourism from a regional perspective. For this purpose, INRouTe supports the creation of a network of international experts composed of academics, researchers and professionals from both private and public spheres to share information, practices and experiences that can encourage comparative analysis, strengthen the scientific foundation of tourism, and provide guidance in the competitive position of tourism destinations and service providers. Concerning the measurement of regional tourism, you may also wish to consult *Measuring Tourism* provided by INRouTe.

The Conference aims at advancing a first reflection on four topics that we understand to be of special importance to tourism research, particularly in a regional perspective: **rethinking Small and Medium-sized Enterprises (SMEs) in tourism, fostering innovation in the tourism enterprise, measuring and analysing domestic tourism, and identifying instruments for measuring and modelling tourism flows.**

CONFERENCE THEMATIC SESSIONS

Session 1- The Need for a New Approach in SMEs in Tourism: defining the small and medium sized enterprise in order to measure and analyze their contribution in the tourism sector.

Session 2- Innovation in the Tourism Enterprise: innovation in processes, monitoring and decision making systems.

Session 3- Measuring and Analysing Domestic Tourism: household surveys and other measurement tools, identifying trips by origin and destination.

Session 4- New Instruments for Measuring and Modelling Tourism Flows: cross-border and interregional flows, statistical use of administrative records, data from the use of new technologies, measurement and analysis.

GENERAL CONFERENCE INFORMATION

Venue

Palacio de Congresos Kursaal
Avda. de Zurriola, 1
20002 Donostia/San Sebastián
Tel: (+34) 943 00 30 00

Registration & Entitlements

- Participation in the Welcome Reception
- Attendance to all Sessions
- Participation in the Networking Event
- Participation in the Official Conference Dinner (*based on availability*)
- Participation in the Farewell Social Event
- Coffee Breaks

Badges

- Participants will receive their name badge from the Conference Technical Secretariat (CTS) at Registration/Check-in on Tuesday the 27th;
- For those participants attending the Welcome Cocktail Reception the evening of the 26th, name badges will be available upon arrival.
- For safekeeping, badges can be returned to the CTS at the end of each day and retrieved again prior to the first session the following morning.
- To facilitate the introductions and discussion, we ask that *participants wear their badges at all times*.

Language

English and Spanish are the official languages of the Conference. **Simultaneous translation** will be provided in English and Spanish during each Conference session.

Conference Materials

Where possible, all materials have been provided in both English and Spanish.

Conference Technical Secretariat

General inquiries may be addressed to the CTS who will maintain an available representative during the duration of the conference at the Registration/Check-in counter.

Internet Access

WiFi internet access will be available to all participants by use of the following username and password:

Username: ssbconference

Password: 2009

Lunch & Coffee Breaks

During the Conference, coffee and lunch breaks will be offered on a daily basis as follows:

Tuesday, 27th October: Coffee Break 11:30-12:00 → Lunch: 13:30-15:00 → Coffee Break: 16:30-17:00

Wednesday, 28th October: Coffee Break 11:00-11:30 → Lunch: 13:30-15:00 → Coffee Break: 16:30-17:00

Mobile Phones / Smoking Policy

Participants are kindly requested to switch off their mobile phones while in the Session Hall and adjacent hallways. Smoking is not permitted in the indoor areas of the Conference Venue.

PROGRAMME AT A GLANCE

Day 0: Monday, 26th October

Welcome Cocktail Reception 20:00 - 22:30

Day 1: Tuesday, 27th October – Institutional Sessions

- 8:30 – 9:00** **Conference Registration**
- 9:00 – 9:30** **Opening Session: Official Inauguration of the Conference**
- 9:30 – 10:00** **Special Address: Governance in the Tourism Sector**
- 10:00 – 11:30** **Session 1: *The Need for a New Approach to SMEs in Tourism***
- 11:30 – 12:00** Coffee Break
- 12:00 – 13:30** **Discussion Session 1**
- 13:30 – 15:00** **Networking Lunch**
- 15:00 – 16:30** **Session 2: *Innovation in the Tourism Enterprise***
- 16:30 – 17:00** Coffee Break
- 17:00 – 18:30** **Discussion Session 2**
- 20:00** **Official Conference Dinner**

Day 2: Wednesday, 28th October – Technical Sessions

- 8:30 – 9:00** **Conference Registration**
- 9:00 – 9:30** **Opening Session: Introduction to the Technical Sessions**
- 9:30 – 11:00** **Session 3: *Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix***
- 11:00-11:30** Coffee Break
- 11:30 – 13:00** **Discussion Session 3**
- 13:00 – 13:30** **Special Address: Presentation of INRouTe—the International Network on Regional Economics, Mobility and Tourism**
- 13:30 – 15:00** Lunch
- 15:00 – 16:30** **Session 4: *New Instruments for Measuring and Modelling Tourism Flows***
- 16:30 – 17:00** Coffee Break
- 17:00 – 18:00** **Discussion Session 4**
- 18:00 – 18:30** **Closing Session: Official Declaration of the Conference**
- 19:30 – 21:00** **Farewell Social Event – Walk & Taste Pintxos Tour**

SOCIAL AGENDA

Monday, 26th October

WELCOME COCKTAIL RECEPTION

San Sebastian City Hall

19:30 – 21:00

Concept – *Inaugural Reception hosted by San Sebastian City Hall*

Menu: Light Dinner

Dress: Business

During the welcome cocktail reception the Mayor of San Sebastian also known as *El Alcalde* will join us in celebrating the inaugural ceremony of the First International Conference on the Measurement and Economic Analysis of Regional Tourism with light refreshments and traditional fare.

► Tuesday, 27th October

NETWORKING EVENT*

A traditional Basque restaurant

Concept – *Getting to Know You*

Menu: Traditional Basque Menu of the Day

Dress: Business Casual

To maximize your lunch break, conference participants can enjoy reserved seating in a traditional Basque style restaurant. A Menu of Day as well as a la carte dishes will be offered. Participants should gather just outside the Kursaal's main entrance and will be accompanied to the restaurant only a short 5 minute walk.

** Please note participants are responsible for their food and drink.*

CONFERENCE OFFICIAL DINNER

Kursaal Restaurant

20:00 - ?

Concept - *Uniquely Basque Cuisine*

Menu: Four course meal

Dress: Semi-formal or Business

Indulges your senses with the taste and aroma of uniquely prepared Basque cuisine by Michelin star rated Kursaal Restaurant. The Conference Official Dinner will be held in the upper floor of the Kursaal Restaurant where guests can marvel at the fabulous floor to ceiling view while enjoying a night of fine food, wine and light conversation. The dinner will conclude at 23:00; however the night is young and you can choose from a myriad of restaurants and bars along Zurriola Beach if you wish to continue in the festive spirit.

► Wednesday, 28th October

FAREWELL EVENT*

Walk & Taste Pintxos/Tapas Tour

19:30 – 21:00

Concept - *Ending on a Basque Note*

Menu: Wide variety of Basque pintxos and some Spanish tapas

Dress: Casual

Following the close of the Conference we invite you to open your mind and palate one last time and join us for an exclusive guided *Pintxos Tour* through the old part of San Sebastian. Keeping to tradition we will stop in several Pintxo bars to soak in the local culture and enjoy a drink and your choice of pintxo before moving on to the next spot!

** Please note participants are responsible for their food and drink.*

FULL PROGRAMME

INSTITUTIONAL SESSIONS - TUESDAY, 27TH OCTOBER

- 8:30 – 9:00** Conference Registration.
**Accreditations and distribution of Conference materials*
- 9:00 – 9:30** **Opening Session: Official Inauguration of the Conference**
H.E. Mr. Odón Elorza González, Mayor of Donostia – San Sebastian, Spain
H.E. Mr. Joan Mesquida Ferrando, Secretary of State for Tourism, Spain
Ms. Pilar Zorrilla, Viceconsejera of Commerce and Tourism of the Basque Regional Government
Mr. Taleb Rifai, Secretary General of World Tourism Organization – UNWTO
- 9:30 – 10:00** **Special Address: Governance in the Tourism Sector**
Mr. Javier Blanco, UNWTO / Department of Affiliate Members and Partnership
- 10:00 – 11:30** **Session 1: The Need for a New Approach to SMEs in Tourism**
- Central Paper:**
Ms. Pilar González, University of the Basque Country, Spain
- Critical Contributions (4):**
1. **Mr. Miguel Ángel Malo**, Turespaña / Institute for Tourism Studies–IET and University of Salamanca, Spain
 2. **Mr. Eduardo Gutiérrez**, Comisiones Obreras / Confederal Committee, Spain, and **Mr. Daniel Albarracín**, Comisiones Obreras / Research Committee FECHOT, Spain
 3. **Mr. Francisco Madrid**, Anahuac University, Mexico
 4. **Mr. Daniel Fessenmaier**, Temple University / National Laboratory for Tourism and eCommerce, U.S.A.
- Chair: Mr. Antonio Massieu**, UNWTO / Department of Statistics and TSA
- 11:30 – 12:00** Coffee Break
- 12:00 – 13:30** **Discussion Session 1**
- 13:30 – 15:00** **Networking Lunch**
Menu: Traditional Basque Menu of the Day
**Please note participants are responsible for their food and drink*
- 15:00 – 16:30** **Session 2: Innovation in the Tourism Enterprise**
- Central Paper:**
Mr. Vicente Monfort, Turespaña / Institute for Tourism Studies–IET, and
Mr. César Camisón, University Jaume I of Castellón, Spain
- Panellists (6):**
1. **Mr. Javier Bustamante**, SEGITTUR, Spain
 2. **Mr. Antoni Costa**, Superior Council of Chambers of Commerce and Industry of Spain
 3. **Ms. Beatriz Plaza**, University of the Basque Country, Spain
 4. **Mr. Octavi Bono i Gispert**, Tourism Board of the Province of Tarragona, Spain
 5. **Mr. Oscar Perelli**, Exceltur, Spain
 6. **Ms. María Velasco**, National Institute for Statistics-INE, Spain
- Chair: Mr. Luiz Gustavo Barbosa**, Getúlio Vargas Foundation, Brazil
- 16:30 – 17:00** Coffee Break
- 17:00 – 18:30** **Discussion Session 2**
- 20:00** **Official Conference Dinner**

Kursaal Restaurant

TECHNICAL SESSIONS - WEDNESDAY, 28TH OCTOBER

- 8:30 – 9:00** Conference Registration
**Accreditations and distribution of Conference materials*
- 9:00 – 9:30** **Opening Session: Introduction to the Technical Sessions**
Mr. Antonio Massieu, UNWTO / Department of Statistics and TSA
- 9:30 – 11:00** **Session 3: *Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix***
- Central Paper:**
Ms. Teresa Guardia, Institute for Tourism Studies –IET and University of Alcalá, Spain, and **Mr. Juan Muro**, Institute for Tourism Studies –IET and University of Alcalá, Spain
- Critical Contributions (3):**
1. **Mr. José Luis de Zárraga**, Spain
 2. **Ms. Mara Manente**, University of Venice / CISET, Italy
 3. **Mr. Steve MacFeely**, Central Statistics Office, Ireland
- Chair: Mr. Agustín Cañada**, Madrid Regional Government / Directorate General of Economics, Statistics and Innovations Technologies, Spain
- 11:00 – 11:30** Coffee Break
- 11:30 – 13:00** **Discussion Session 3**
- 13:00 – 13:30** **Special Address: *Presentation of INRouTe—the International Network on Regional Economics, Mobility and Tourism***
Ms. Aurkene Alzua, Cooperative Research Center in Tourism - CICtourGUNE, Spain
- 13:30 – 15:00** Lunch
- 15:00 – 16:30** **Session 4: *New Instruments for Measuring and Modelling Tourism Flows***
- Central Paper:**
Mr. Carlos Arce, NuStats, U.S.A.
- Panellists (5):**
Mr. Federico Fernández, National Traffic Administration, Spain
Mr. Petter Dybedal, Norway Institute of Transport Economics, Norway
Mr. Alfredo García, Araldi S.L., Spain, and
Mr. Jesús García, Araldi S.L., Spain
Mr. Tobias Kuhnimhof, STRATA GmbH, Data and Information Management, Germany
Mr. Fabien Girardin, Lift Lab, Switzerland
- Chair: Mr. Calvin Jones**, Cardiff University, U.K.
- 16:30 – 17:00** Coffee Break
- 17:00 – 18:00** **Discussion Session 4**
- 18:00 – 18:30** **Closing Session: Official Declaration of the Conference**
Ms. Pilar Zorrilla, Viceconsejera of Commerce and Tourism of the Basque Regional Government
- 19:00 – 21:30** **Farewell Social Event – Walk & Taste Pintxos Tour in Old Town**

“WHO IS WHO” SPEAKERS / CHAIRPERSONS

SESSION 1: *The Need for a New Approach to SMEs in Tourism*



Central Paper

Ms. Pilar González

Lecturer

University of the Basque Country, Spain

(ES) Pilar González Casimiro es Doctora en Ciencias Económicas y Empresariales por la UPV/EHU y *Master of Science (MSc)* en Estadística por la *London School of Economics* (Department of Statistics and Mathematical Science). Es Profesora Titular de Universidad en el Departamento de Econometría y Estadística (Economía Aplicada III) de la Facultad de Ciencias Económicas y Empresariales de la UPV/EHU, donde imparte docencia en Econometría y Análisis de Series Temporales, básico y avanzado, tanto a nivel de grado como de postgrado. Su labor docente se ha plasmado en la publicación de varios libros sobre Econometría, Análisis de Series Temporales y Técnicas de Predicción. Su labor investigadora se ha centrado principalmente en el campo de la Macroeconometría y el Análisis de Series Temporales (Coyuntura y Sistemas de Indicadores Económicos). Estas líneas de investigación se han desarrollado en las áreas de convergencia económica, economía regional y urbana, economía del turismo y economía de los recursos naturales, entre otras. Otra línea de investigación desarrollada en los últimos años es la medición de los impactos económicos mediante las tablas Input-Output y las Matrices de Contabilidad Social, tanto desde el punto de vista de la oferta como de la demanda. Los resultados de sus trabajos están publicados en revistas nacionales e internacionales: *Journal of Forecasting*, *International Journal of Forecasting*, *Annals of Tourism Research*, *Fisheries Research*, *Spanish Economic Review*, *Estadística Española*, entre otros; así como en varios libros.



Critical Contribution 1

Mr. Miguel Ángel Malo

Institute for Tourism Studies (Instituto de Estudios Turístico, IET), Turespaña and University of Salamanca, Spain

(ES) Miguel Ángel Malo es Licenciado en Ciencias Económicas por la Universidad de Alcalá de Henares (1992) y Doctor en Ciencias Económicas por la Universidad de Alcalá de Henares (1996). Actualmente es Profesor Titular de Universidad del Departamento de Economía e Historia Económica de la Universidad de Salamanca.

Entre los proyectos de investigación que ha dirigido se puede destacar uno financiado por el Instituto de Estudios Turísticos (Ministerio de Industria, Comercio y Turismo) en 2006 titulado “Seguimiento de las vidas laborales de los trabajadores de la industria turística”, financiado por el Instituto de Estudios Turísticos (Ministerio de Industria, Comercio y Turismo).

Es autor y co-autor de varios libros en temas de economía del trabajo, mercados laborales y crecimiento económico. Ha publicado en prestigiosas revistas nacionales e internacionales como *Journal of Socio-Economics*, *Research in Labor Economics*, *Review of Economics of the Household*, *Industrial Relations*, *Journal of Labor Research*, *Moneda y Crédito*, *European Journal of Law and Economics* y *Cuadernos de Economía*.

De julio 2007 a julio 2009 fue Presidente de la Asociación Española de Economía del Trabajo.



Critical Contribution 2

Mr. Eduardo Gutiérrez

Confederal Committee

Comisiones Obreras (labour union), Spain

(ES) Santiago Eduardo Gutiérrez Benito es Licenciado en Ciencias Económicas con especialidad en Teoría Económica por la Universidad Complutense en Madrid. Tiene amplia experiencia (1985-1996) en el marco del análisis, asesoría e investigación aplicada en las áreas de economía, análisis institucional, legislativo y social en el Gabinete Técnico de la Comisión Sindical de Comisiones Obreras (CC.OO.) como especializado en economía, relaciones laborales, medio ambiente e información política estadística.

Desde Octubre 2006 desarrolla labores de economista asesor en el Gabinete Interfederal de la Comisión Sindical de CC.OO. donde trabaja de economista especializado en gestión empresarial y políticas sectoriales, siendo a la vez consultor de cambio industrial continuo.



Critical Contribution 3

Mr. Francisco Madrid

*Director of the School of Tourism
Anáhuac University, Mexico*

(ES) Licenciado en Turismo, especialidad en Planeación y Desarrollo Turístico por la Escuela Superior de Turismo del Instituto Politécnico Nacional; cursos de especialización en Investigación de Mercados y Planificación Turística de la Organización de Estados Americanos; Maestría en Administración por el Tecnológico de Monterrey; Diploma de Estudios Avanzados del Turismo, Universidad Antonio de Nebrija de Madrid; Doctorando en Turismo en la misma Universidad.

Se desempeñó a lo largo de 23 años en la Secretaría de Turismo de México, ocupando diversas posiciones entre las que se destacan las de Director de Capacitación Turística, Director de Promoción Nacional, Director General de Turismo Interno, Director General de Desarrollo de Productos Turísticos, Director General de Política Turística, Subsecretario de Política Promocional, Subsecretario de Planeación y Subsecretario de Operación.

Fungió dos años como Representante Regional para las Américas de la Organización Mundial del Turismo (OMT), Durante seis años fue Presidente del Comité de Estudios de Mercado de la OMT.

Es profesor de diversas materias desde el nivel de preparatoria hasta el de Maestría en diversas instituciones a lo largo de 12 años. Ha impartido más de 300 conferencias en más de 20 países y es consultor para el BID y para la OMT. Actualmente es el Director de la Escuela de Turismo de la Universidad Anáhuac México Norte y profesor de posgrado de la Escuela Superior de Turismo del IPN. Colabora regularmente en la revista *Expansión*, el periódico *El Universal* y el programa de radio *Imágenes del Turismo*.



Mr. Daniel Fessenmaier

*National Laboratory for Tourism and eCommerce
Temple University, U.S.A.*

Daniel Fessenmaier obtained his Ph.D. from the University of Western Ontario, his M.S. from the Southern Illinois University and a B.E.S. from the University of Minnesota (U.S.A.). Currently, he is Professor and Director of the National Laboratory for Tourism and eCommerce for the School of Tourism and Hospitality Management, Temple University (U.S.A.).

Daniel R. Fessenmaier is author of over 150 articles that deal with tourism marketing, advertising evaluation and information technology. He is the author of *Assessing and Developing Tourism Resources*, co-edited five books, and is co-founding editor of the international journal entitled *Tourism Analysis*.



Chair

Mr. Antonio Massieu

*Chief, Department of Statistics and Tourism Satellite Account (TSA)
World Tourism Organization (UNWTO)*

Born in the Canary Islands, Mr. Massieu studied economics in Madrid, before joining the Spanish *Instituto de Estudios Turísticos* (Institute for Tourism Studies).

As Vice-Director of the Spanish Institute for Tourism Studies, he helped develop and launch various new systems of measuring tourist flows, among which Frontur –based on visitor movements across the country’s borders- and Familitur –which studies the domestic tourism market. He also began the first steps towards creating a Tourism Satellite Account for Spain. He worked with the World Tourism Organization (UNWTO) during two years as Chairman of the statistics Steering Committee, in his capacity of delegate from Spain.

Mr. Massieu began to work in the World Tourism Organization (UNWTO) in May 1999 as Chief of the Department of Statistics and Economic Measurement of Tourism and his immediate goals were to develop support systems for member countries and to expand cooperation with other leading organizations in the industry. Following the World Conference on the Measurement of the Economic Impact of Tourism in June 1999, he was deeply involved in gaining the United Nations approval for the Tourism Satellite Account methodology. The United Nations Statistical Commission (UNSC) adopted this document in March/April 2000 with the title: “Tourism Satellite Account: Recommended Methodological Framework” and an updated version of it was approved in February 2008.

SESSION 2: Innovation in the Tourism Enterprise



Central Paper

Mr. Vicente Monfort

*Institute for Tourism Studies (Instituto de Estudios Turístico, IET)
Turespaña, Spain*

(ES) Licenciado y Doctor en Ciencias Económicas y Empresariales por la Universitat de València. Es economista de la Generalitat Valenciana y actualmente es Director del Instituto de Estudios Turísticos.

Autor de ocho libros sobre turismo, entre los que se pueden destacar: Introducción a la economía del turismo en España -declarado de Interés Turístico Nacional-, Competitividad y factores críticos de éxito en la “Hotelería de litoral” -premio Tribuna Fitur-Jorge Vila Fradera 2000-, El Sector Turístico en España, Nuevos enfoques en el estudio económico del turismo, etc. A lo que se suman cuarenta capítulos en otros tantos libros, así como numerosos artículos en revistas especializadas.

Ha sido Jefe del Gabinete Técnico de la Conselleria de Industria, Comercio y Turismo, Jefe del Área de Planificación y Formación del Instituto Turístico Valenciano, Jefe del Servicio de Estudios de la Agencia Valenciana del Turismo, entre otros puestos desempeñados en el ámbito de la administración de la Generalitat Valenciana. También ha desarrollado una carrera docente en su calidad de profesor asociado del Departamento de Administración de Empresas y del Departamento de Estructura Económica de la Universitat de València y del Departamento de Administración de Empresas y Marketing de la Universitat Jaume I.

Fue editor de la revista Papers de Turisme, Secretario de la Fundación Cavanilles de Altos Estudios Turísticos y Secretario General de la Asociación Española de Expertos Científicos en Turismo (AECIT).

En la actualidad mantiene su actividad investigadora en el área de turismo dentro del Instituto Interuniversitario de Desarrollo Local (IIDL) de las Universidades de València y Jaume I; es miembro del comité científico, del consejo editorial y colaborador y evaluador habitual en diferentes revistas científicas.



Central Paper

Mr. César Camisón

*Professor of Strategic Management at the Department of Business Management and Marketing
University Jaume I of Castellón, Spain*

Bachelor of Economic and Business Sciences (1980) with Extraordinary Prize and PhD in Economics and Business Sciences (1984) with Cum Laude and Extraordinary Prize, both by University of Valencia, Mr. Camisón works as a Lecturer in Business Administration at University Jaume I of Castellón (Faculty of Economics and Law). He is the Principal Researcher of the Research Group on Strategy, Competitiveness and Knowledge and Innovation Management (GRECO) (www.greco.uji.es) and the Research Group on Tourism Quality and Strategy (ICTE).

Mr. Camisón has 25 years of experience in teaching, research and university management, which he has developed in some Spanish Universities, and as Visiting Professor in different European and American Universities (Surrey, Università Commerciale Luigi Bocconi de Milán, Viena University, Université de Montpellier I, Texas A&M University).

His fields of expertise are strategic management, especially the sources of international competitive advantages based on intangible assets and dynamic / innovation capabilities, the firm as a knowledge and learning organization, strategic alliances and competitive dynamic inside inter-organizational networks and industrial districts; specially, he has worked on these topics in tourism and small and medium-sized firms.

He has published more than 60 books as author, co-author or coordinator through publishers like Prentice-Hall, Elsevier Science, John Wiley & Sons, Information Science Reference, Idea Group Publishing, Sage, Routledge, and the Office for Official Publications of the European Communities. Likewise, he has published works as articles in closely 100 journals such as *International Marketing Review*, *Journal of Small Business Management*, *Journal of Business Research*, *Economics and Education Review*, *Environment and Planning A*, *Organization Studies*, *International Business Review*, *Management Research*, *M@n@gement*, *International Journal of Technology Management*, *Quality Management Journal*, *International Journal of Quality & Reliability Management*, *Total Quality Management*, *The Services Journal*, *Tourism Management*, *The Tourist Review*, *International Journal of Hospitality Management*, *The Learning Organization*, and *Universia Business Review*.



Panellist 1
Mr. Javier Bustamante

President
SEGITTUR, Spain

(ES) Nacido en San Sebastián (Guipúzcoa), es Licenciado en Ciencias Económicas y Empresariales por la Universidad de Barcelona y Diplomado en Función Gerencial de Administraciones Públicas por ESADE.

Fue consultor económico durante 1981 y 1982, director financiero de una empresa naviera en 1983, Gerente Patronato Vivienda de Palma de Mallorca en 1984, Técnico Administración Especial Economista en el Ayuntamiento de Calvià desde el 1985 al 2004, Director Económico- Financiero del Ayuntamiento de Calvià del 1985 al 1988 y Director de Desarrollo Estratégico del Ayuntamiento de Calvià y cargos similares desde 1988 al 2004. Desde este último cargo se responsabilizó de la elaboración, gestión y metodología de los Planes Estratégicos, de las relaciones y desarrollo de: Proyectos Europeos en los que ha participado el ayuntamiento de Calvià, Planes de Excelencia Turística de Calvià que sirvieron para una profunda renovación urbana y turística del municipio (con la elaboración de marcas y productos turísticos: “Calvià, Invierno Europeo”) y Plan Calvià Agenda Local 21 que mereció numerosos premios y distinciones a nivel nacional e internacional y que se caracterizó por conseguir poner a toda la organización municipal, representantes institucionales y ciudadanos en sintonía con él.

De 2001 a 2003 fue Gerente Municipal del Ayuntamiento de Calvià, simultaneando con el cargo de Director de Desarrollo Estratégico. Entre Febrero 2004 y Junio 2006 fue Gerente Municipal del Ayuntamiento de Ibiza y, de julio 2007 a Mayo 2008, Director General de Planificación Estratégica de la Conselleria de Trabajo del Gobierno de las Islas Baleares. Actualmente, y desde Mayo 2008, es Presidente de la Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas SA (SEGITTUR).

El Sr. Bustamante también ha participado en Comisión de trabajo Turismo FEMP durante varios años, participante desde el inicio en las reuniones de Directores de Planes Estratégicos organizados por Zaragoza a través de EBROPOLIS, participante en diversos Proyectos Europeos y Redes de Ciudades: Urbal... y experto del Comité Económico y Social Europeo para temas de Turismo (habiendo elaborado recientemente diversos Dictámenes sobre: “Nuevas formas de Turismo”, “Cooperación público-privada en Turismo”, “Ampliación Europea y Turismo”, “Turismo y zonas en declive”, “Turismo Social en Europa”, “Nueva política para el turismo europeo” y “Agenda para un turismo europeo sostenible y competitivo”).

Además, es autor de diversas publicaciones en libros y revistas de especialización turística y sostenibilidad. Recientemente se ha publicado el libro *Destinos Turísticos Sostenibles* en el que ha colaborado con Francesc Valls de ESADE, aportando la visión económico-financiera de los destinos turísticos sostenibles.



Panellist 2
Mr. Antoni Costa

Superior Council of Chambers of Commerce and Industry, Spain

(ES) Nacido en Eivissa (Illes Balears) el 1 de mayo de 1953, inicia su labor profesional en el sector del turismo, desempeñando funciones en todos los departamentos que configuran el servicio hotelero, hasta ocupar el cargo de Director Gerente de Hotel.

Compatibiliza su trabajo de gestión turística con su labor como Diputado del Parlament de ses Illes Balears y como Consejero del Consell Insular (1983-1989), realizando tareas de portavoz en materia turística, además de presidir las comisiones de Economía, Hacienda y Presupuesto del Parlament Balear.

Es Diputado en el Congreso de los Diputados por Balears durante tres legislaturas,(1989-2000) destacando, en la legislatura (1989-2003), sus funciones en las comisiones de Industria, comercio y turismo y de Control de Radiotelevisión Española. En la V legislatura (2003-2006) y la VI (2006-2000) forma parte de la dirección del Grupo Parlamentario Socialista y desempeña funciones de Portavoz en la Comisión Mixta Congreso-Senado para la Unión Europea.

En el año 2000 asume las funciones como Director del Centro Balear Europa en Bruselas. Consorcio en el que participan la Universidad de las Illes Balears, la Cámara de Comercio y el Govern Balear entre otros.

En 2004 es nombrado presidente consejero delegado de Paradores de Turismo de España SA, cargo que desempeña hasta mayo del año 2008.

Ha dirigido (2004-2008) un seminario sobre distintos aspectos relacionados con el turismo en la Universidad Internacional Menéndez Pelayo en Santander.

A partir de junio de 2008 asume la función de director del Centro de Conocimiento e Innovación Turística en el Consejo Superior de Cámaras de Turismo. Proyecto cofinanciado por Cámaras, con recursos del FEDER, Fondo Tecnológico, y la Secretaría de Estado de Turismo.

A lo largo de su trayectoria ha participado como ponente en numerosos foros de diversa índole, de ámbito nacional e internacional.

Es Medalla de la Orden al Mérito Civil.



Panellist 3

Ms. Beatriz Plaza

*Professor in Applied and Regional Economics
University of the Basque Country, Spain*

Beatriz Plaza graduated in Economics from the University of the Basque Country (Spain) and obtained her Master degree in Business Administration (EMBA) from Iese Business School. She has a PhD in Economics from the Faculty of Economics of the University of the Basque Country and, at present, works as Professor in Applied and Regional Economics at this same university. Her research interests include: Regional Innovation Systems and Tourism; Urban Revitalisation; Economic Impact of Museums; Creative economies and Innovation; Regional Policy; Measurement and Economic Analysis of Regional Economics.

Among other current research project, Beatriz Plaza is working on one financed by the European Commission (2008-2011) entitled *The Contribution of Public and Private Services to European Growth and Welfare, and the Role of Public-Private Innovation Networks*. She has published numerous articles in journals like *Journal of Cultural Heritage, European Planning Studies, International Journal of Urban and Regional Research, Economía Industrial, Tourism and Hospitality Management, and Annals of Tourism Research*.

She is also referee (peer reviewer) for the following scientific journals: *Tourism Management* (2009-), *Journal of Cultural Heritage* (2009-), *International Journal of Urban and Regional Research* (2002-), *Urban Studies* (2006-).



Panellist 4

Mr. Octavi Bono i Gispert

*Managing Director
Tourism Board of the Province of Tarragona, Spain*

(ES) Nacido en Riudoms, el Sr. Bono i Gispert es Licenciado en Ciencias Políticas y Técnico de Empresas y Actividades Turísticas por el CETT en Barcelona. También es Titulado en Política Turística por la Organización Mundial del Turismo y Titulado en Marketing Estratégico por George Washington University, E.E.U.U. Su carrera profesional lo ha llevado a ser subdirector de diversos establecimientos hoteleros de la Costa Daurada Royal, Michellangelo, Da Vinci (1989-1991), pasando por Caixa de Catalunya (1992-1995), hasta ser Gerente del Patronato de Turismo de la Diputació de Tarragona, cargo que lleva desde el año 1995. Desde 2002 también es Director del Costa Daurada Convention Bureau.

El Sr. Bono i Gispert es miembro del Comité Ejecutivo y del Consejo General de Turismo de Cataluña, Miembro del Comité Organizador del SITC (Salón Internacional del Turismo de Cataluña), y fue miembro del Consejo General de Caixa de Tarragona (1998-2002).

Está casado y tiene dos hijos.



Panellist 5

Mr. Oscar Perelli

Exceltur, Spain

(ES) Licenciado en CC. Económicas por la Universidad Complutense de Madrid (1993), Master en Hacienda Pública y Análisis Económico por el Instituto de Estudios Fiscales (Ministerio de Economía y Hacienda) (1994), Oscar Perelli del Amo trabaja como Profesor Asociado de la Universidad Complutense de Madrid desde 1997.

En el Ámbito profesional, hasta junio de 2002 ha sido Socio-Director de Consultores de las Administraciones Públicas, perteneciente al Grupo Analistas Financieros Internacionales, y en la actualidad es Director del Área de Estudios e Investigaciones de Exceltur “Alianza para la Excelencia Turística”.

Durante los últimos años ha trabajado en el mundo del turismo donde ha dirigido y participado en numerosos proyectos entre los que destaca: “Impactos territoriales socioeconómicos y sobre el empleo de los diversos

modelos turísticos del litoral mediterráneo, Baleares y Canarias”, “Informe Perspectivas Turísticas”, “Plan Territorial Insular de Menorca (Premio Nacional de Urbanismo 2006)”, “Plan de Competitividad para las Islas de Menorca, Ibiza y Formentera”, “Estrategia del Turismo Gallego de cara al 2010”, “Estudio del Impacto del Euro sobre la economía y el turismo de Canarias”.

Es autor de varios artículos en revistas especializadas sobre turismo, economía regional, nuevas tecnologías y comercio, así como asiduo participante en congresos, estudios de postgrado y conferencias.



Panellist 6

Ms. María Velasco

National Statistics Institute (INE), Spain

(ES) Licenciada en CC. Matemáticas por la Universidad Complutense de Madrid (España), María Velasco Gimeno ocupa su actual puesto desde enero de 2006. Previamente llevó a cabo trabajos vinculados con la elaboración de estadísticas coyunturales al sector servicios, índices de precios del sector servicios, y estudios del sector servicios desde el punto de vista estructural.

Dentro del área de Estadísticas de Turismo del INE se realizan las Encuestas de Ocupación en Alojamientos Turísticos Colectivos, se calculan los distintos índices de precios de los distintos tipos de alojamientos turísticos colectivos, se desarrolla un proyecto de análisis del alojamiento privado de uso turístico.

María Velasco Participa en las reuniones de Eurostat referentes a las estadísticas de turismo y ha participado en distintos foros y cursos como experta en la materia.



Chair

Mr. Luiz Gustavo Barbosa

*Head Coordinator of Advanced Studies in Tourism and Management
Getulio Vargas Foundation, Brazil*

Luiz Gustavo M. Barbosa is an Economist and the head Coordinator of the Nucleus of Advanced Studies in Tourism and Management, at the Getulio Vargas Foundation (Fundação Getulio Vargas, FGV), in Rio de Janeiro, Brazil. Luiz is a PHD candidate in Tourism Management (Nottingham University) and a holds a MA in Management. He is responsible for the activities involving trade agreements, consultancy and capacity building in tourism, such as: The Competitiveness Study in Tourism, The Economic Performance Bulletin of Brazilian Tourism (Ministry of Tourism); Observatory of Innovation in Tourism and MBA in Tourism.

SESSION 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix



Central Paper

Ms. Teresa Guardia

*Technical Responsible of Tourism Statistics Institute for Tourism Studies
(Instituto de Estudios Turístico, IET)/ Turespana, Spain*

Teresa Guardia studied economics in Madrid and, through a Fulbright Scholarship, extended her education in Maryland and Washington DC. Ms. Guardia has been working as an Assistant Manager at the Institute for Tourism Studies (Instituto de Estudios Turísticos, IET) during the last five years.

At the present moment she is the person in charge for statistics from the demand side:

- Spanish Inbound Tourism Survey (Frontur)
- Spanish Domestic and outbound Tourism Survey (Familitur)
- Spanish Inbound Expenditure Tourism Survey (Egatur)
- Tourism Employment
- Low Cost Companies
- Visitors to the Prado Museum

At the same time, Ms. Guardia takes part in the Working Group for non residents Expenditure and coordinates the technical team on statistics at the Institute. She also attends to several national and international meetings regarding to tourism statistics.

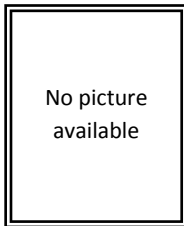


Central Paper

Mr. Juan Muro

*Professor of Economics
University of Alcalá, Spain*

Juan Muro is Professor of Economics at the University of Alcalá (Spain). His research interests include micro econometrics, tourism economics, labour economics, duration models, treatment effects and efficiency measures and production frontiers. He has published in a wide variety of national and international journals.



Critical Contribution 1

Mr. José Luiz de Zárraga

*Spain
No summary CV available*



Critical Contribution 2

Ms. Mara Manente

*Director of the International Centre of Studies on the Tourism Economy (CISSET)
University of Venice, Italy*

Mara Manente is, since 1996, Director of CISSET, the International Centre of Studies on Tourism Economics linked to the University Ca' Foscari of Venice.

She has over 20 years experience and is a project manager in the field of the macroeconomics of tourism, the economic impact of tourism, tourism demand analysis and forecasting, transport and tourism and tourism statistics.

She's been teaching tourism economics and regional economics at the University of Venice and she's also the author of many articles and books as well as of a "Manual on tourism economics" used in many Italian universities

She is a member of AIEST (*Association Internationale des Experts de Sciences Touristiques*), of TRC (Tourist Research Centre) and of the World Tourism Organization Steering Committee on Statistics and Macroeconomic Analysis of Tourism and Tourism Satellite Accounts.

She is a consultant to many national and international tourism institutions in Italy and abroad. She has closely collaborated with ISTAT (National Statistics Office of Italy), Eurostat and other Commission Directorate Generals, as well as the UN World Tourism Organisation.



Critical Contribution 3

Mr. Steve MacFeely

*Director of Business Statistics
Central Statistics Office, Ireland*

Steve MacFeely is the Director of Business Statistics at the Central Statistics Office, Ireland. He has overall responsibility for the production of Agriculture, Building & Construction, Industry, Services (including Tourism and Transport), Prices, Energy, Innovation and R&D statistics. He has a particular interest in Tourism and has contributed to the establishment of a number of new tourism surveys and databases in Ireland.



Chair

Mr. Agustín Cañada

*Directorate General of Economics, Statistics and Innovation Technologies
Madrid Regional Government, Spain*

Agustín Cañada is technical advisor in the General Directorate of Economics, Statistics and Innovation of the Region of Madrid. He is in charge of the regional Tourism satellite Account.

Previously (1987-2008) he worked for the National Accounts Department of the National Statistical Institute (INE), being responsible for the yearly Spanish National Accounts & Input-output, and head of the project of the Tourism Satellite Account. He was the representative of INE in the most relevant international forum on those issues (EUROSTAT' National Accounts Working group, UN' Statistical Commission, WTO international conferences, OECD-EUROSTAT International forum on tourism statistics...)

Agustín Cañada graduated in Economics and he obtained a PhD in Economics from Autonomous University of Madrid (UAM) (1984). In 1986 he passed the exams for Official Spanish statisticians.

In he has written numerous articles and books about Input-Output, Tourism economics and satellite accounts, and regional economics. He was co-author of the EUROSTAT Input-Output handbook and he published in 1987 the first Spanish textbook on the ESA95 National Accounts System.

He has also given many courses and seminars on National Accounts, and he is currently associated Professor of economics of the UAM.

SESSION 4: New Instruments for Measuring and Analysing Tourism Flows



Central Paper
Mr. Carlos Arce
President
NuStats, U.S.A.

(ES) Carlos es el fundador de NuStats, una consultora de ciencias del comportamiento con sede en Texas especializada en la medición de las actitudes relacionadas con los viajes, comportamientos y preferencias. Él ha diseñado e implementado numerosas encuestas de movilidad urbana, viajes, desarrollo turístico y gasto turístico entre otros temas. Es un innovador en soluciones metodológicas para encuestas al consumidor, especialmente en entornos multiculturales y multinacionales. Asimismo, en el campo del transporte, ha dirigido investigaciones sobre ciencias sociales y análisis de políticas sobre calidad medioambiental, salud y educación, inmigración y elección del consumidor.

NuStats y DataSource, una afiliada de recogida de datos que él fundó también, forman parte del grupo internacional de empresas PTV, con base en Alemania. Carlos es también socio fundador de GeoStats, compañía de ingeniería con base en Atlanta especializada en equipos informáticos con GPS y software para aplicaciones de movilidad relacionadas con la logística, viajes urbanos, flujos de tráfico, actividades y gasto turístico y actividad física. Ha sido un activo participante, miembro de la Comisión Directiva, y ha respaldado financieramente la serie de Conferencias sobre Encuestas de Viajes Internacionales. Es nativo de Méjico pero reside desde hace tiempo en los Estados Unidos. Tiene estudios en la Universidad de California en Berkeley y en la Universidad de Michigan.



Panellist 1
Mr. Federico Fernández
National Traffic Administration, Spain
No summary CV available



Panellist 2
Mr. Petter Dybedal
Chief Research Officer
Institute of Transport Economics (TØI), Norway

Petter Dybedal graduated as economist from Oslo University 1981. He has since then been employed as a researcher at the Institute of Transport Economics, an independent, applied research institution in Oslo, Norway. The Institute employs about 65 researchers, representing comprehensive competence within a wide range of transportation and travelling

related topics. From 1998 Dybedal held the title of Senior Research Economist, and in 2007 he was appointed leader (Chief Research Officer) of the Institute's tourism research program, which employs 7-8 researchers. Dybedal has specialized in tourism research, particularly economic and statistical analysis concerning tourism flows and national and regional economic impacts. Since 1999 he has been leading the institute's research on tourism economic impacts, preparing several reports comprising both methodological issues and results for various regions in Norway. Since 2008 he has been project leader of a major research project focusing economic impact methodology and tourism data collection, in cooperation with Statistics Norway and Centre of Regional and Tourism Research (CRT) in Denmark. Other fields of research experience include sustainable tourism, cruise tourism and tourist attraction studies. Dybedal also held a position as Guest Researcher at CRT, Denmark in 1996 – 97.



Panellist 3
Mr. Alfredo García
President
Araldi, S.L., Spain

Born in Donostia – San Sebastián, Mr. Alfredo García obtained his Bachelor degree from the University of Valladolid (Spain) which he complemented with several courses in statistics, analysis and computer programming, and Total Quality Management. He has ample professional experiences in research and mobility studies, ranging from socio-education and public services studies in Guipúzcoa, to questionnaires on recurrent and non-recurrent flows (Vitoria – Gazteiz), the realization of the Third National Survey on Commercial Road Transport for Spain's Ministry of Transport, Tourism and Communications, a Study on Industry Location in Navarra (published in *Papeles de Economía Española*), the implementation of an updated programme for the Labour Market Census in the Basque Country, and compilation of the EUSTAT continuous questionnaire on "Population in Relation to Activity" for the Basque Statistics Institute (1988-1993).

Mr. García's relation to tourism strengthens in 1995 with the compilation of Basic Data for the study "Understanding and Characterization of Traveller Traffic Flows in the Context of the Future High Velocity Track Barcelona – Narbonne" and the Tourism Border Movement (FRONTUR) for Spain's Institute of Tourism Studies since 1996, where, since 2001, he is also involved in the survey of Tourism Expenditure (EGATUR). He has offered technical assistance to the Tourism Ministry of Ecuador (2002-2003) in Tourism Statistics for the development of a Tourism Satellite Account (TSA), and he coordinated, organized and managed the Latin American encounters on the TSA (2001-2003) in cooperation with the World Tourism Organization, Spain's Institute for Tourism Studies and the UNECLAC. In 2004 he analysed the Statistical datasets on Tourism Markets and the FRONTUR and EGATUR Surveys for Spain's Ministry of Industry, Commerce and Tourism and in 2005 initiated the preparatory elaboration of the TSA for Guatemala under the Inter-American Development Bank.

Alfredo García is member of the Society of Basque Studies since 1982 where he is president of the Section of Social Sciences and Economics since 2001, member of the Board of Directors of the Association of Regional Science of the Basque Country since 1982, member of the Gipuzkoa Marketing Club, and member of the Poryecta European Society since 1997.



Mr. Jesús García
Director of the Madrid Delegation
Araldi, S.L., Spain

Jesús García was born in Madrid and has been working at Araldi since 1997. Before that, he was the General Director of O.Dati Española, a firm specialized in IT services, development and consultancy from 1990 to 1992 which was acquired by the French Sligos in 1991; Director General of Sligos Servicios Informáticos, the company emerging after the merger between O.Dati Española and two other firms; and Director General of

Seguridad de la Información, a consultancy firm in the field of data processing and information security.

His academic career began with a Bachelor Degree in Economics from the Complutense University of Madrid, whereupon he specialized as Insurance Actuary and Systems Analyst. He has taught several university courses at the Complutense University of Madrid (Mathematical Analysis, IT Applications to Economic Research, Statistics) and at ICADE (Mathematics of Finance). He has published works and presented on an array of topics, including titles such as: *Econometrics: Estimation and Simulation Techniques*, *Quantitative Marketing: Sales Previsions*, the *Multiplier Effects of Investments in the Iron and Steelworks Industry*, *Statistical Committee of the International Iron and Steel Institute*, *Software Engineering and Development*, *A Plan for IT Security*, and *Methodology and Construction of Models*.

Mr. García was worked as a public administrations consultant on matters of: the effects of imports on domestic price levels, the impact of the energy sector on sectoral prices, environmental policy and the national economy, Input-Output tables of the tourism economy, and regional input-output tables. His experiences at Araldi, S.L. include the FAMILITUR survey of 1997, the 1995 Input-Output tables for Navarra (Spain), the development of a systematization and information tool on fieldwork of the Spanish Survey of Economic Activities in 1997, the 2000 Movilia survey on mobility of Spanish residents, and work for the World Tourism Organization.



Panellist 4

Mr. Tobias Kuhnimhof

Project Manager

STRATA GmbH Data and Information Management, Germany

Tobias Kuhnimhof studied civil engineering and applied cultural studies at the University of Karlsruhe, Germany and the University of Connecticut, USA. After receiving his diploma in 2002, Tobias Kuhnimhof took up a full position as researcher at the Institute for Transport Studies (IfV) of the University of Karlsruhe. After completing his doctorate degree in 2007, he has worked for INRETS, Paris, and resumed work in a postdoc position as researcher and lecturer at IfV. Since 2009, Tobias Kuhnimhof also holds a position as senior project manager at STRATA GmbH, Karlsruhe, a company specialized in data and information management for the travel and tourism industry.

Tobias Kuhnimhof has worked in several national and international research projects. His expertise covers design and analysis of household travel surveys in the field of everyday and long distance travel. Moreover, he specializes in agent-based modeling of travel behavior. Tobias Kuhnimhof is a leading expert in longitudinal data analysis and modeling. He is member of national and international committees on surveying, modeling and forecasting travel (COST 355, SHANTI, FGSV).

Tobias Kuhnimhof is married and has two children.



Panellist 5

Mr. Fabien Girardin

Researcher and Engineer

Lift Lab, Switzerland

Fabien Girardin is researcher and engineer at Lift Lab, a research agency he cofounded and where he studies the interaction between urban infrastructure, ubiquitous technologies and people. His research employs qualitative observations to obtain information on the integration and assimilation of technologies by users in urban environments. Fabien combines this acquired data with engineering techniques for forecasting and modelling ideas and solutions for designers, suppliers of urban services, urban planners and for decision makers in general.

Fabien holds a Ph.D. in Computer Science and Digital Communications from the University of Pompeu Fabra in Barcelona, Spain, and he has an engineering degree from the School of Engineering and Information Technology in Biel, Switzerland. Throughout his academic career, Fabien has also been affiliated to Senseable City Lab at the Massachusetts Institute of Technology (MIT), Cambridge (U.S.A.) leading the development of methods for analyzing spatiotemporal records generated by human interactions with urban infrastructure.

Before his graduate studies, Fabian joined Tecfa at the University of Geneva to develop learning environments and later joined CRAFT Swiss Federal Institute of Technology in Lausanne (EPFL) to design, implement and study the location and the context of collaborative applications. Subsequently, Fabien co-founded the spin-off Simpliquity to design and develop systems for the detection of mobility to carry out a conscious experience of context based on sample surveys worldwide.



Chair

Mr. Calvin Jones

Reader in Economics

Cardiff University, UK

Dr. Calvin Jones is Reader in Economics at Cardiff Business School, having joined in 1998 after a number of jobs in the public sector. He has research interests in the economics of tourism and sport, and in the measurement of links between the economy and physical environment. He has published extensively on tourism satellite account issues at national and regional scale.

Outside of work, Calvin likes being outside of work.

SPECIAL ADDRESSES



Governance in the Tourism Sector

Mr. Javier Blanco

*Executive Director of the Department of Affiliate Members
World Tourism Organization (UNWTO)*

He holds a Law degree from the University of the Basque Country (Spain) and a Master's degree in Human Resources. He has been a practicing lawyer and has served as legal counsel for the Basque Parliament since 1984 (currently on extended leave of absence), while at the same time being responsible for the institution's Organization and Human Resources

Directorate.

From 1992 to 1998 he served as Vice-Minister of Tourism of the Basque Government, with direct responsibility for the planning, supervision and marketing of the destination. During his tenure, he was the driving force behind the creation of the first general tourism law of a Spanish autonomous region as well as the establishment of input-output tables for tourism, and carried out innovative marketing campaigns for the destination. From 2004 to 2008 he was the Managing Director of the Huelva Convention Bureau (Andalusia, Spain), a local public-private body devoting special interest to destination marketing, branding, market research, cooperation and innovation.

He has been a member of an experts' group of advisers on tourism regulations for the Regional Ministry of Tourism of the Regional Government of Andalusia (Spain) and of the experts' group (Grupo de Competitividad) that prepared the "Horizon 2020 Plan for Spanish Tourism", as well as an adviser to the Tourism Commission of the Spanish Federation of Municipalities and Provinces.

He is currently a member of the Spanish Tourism Council, as well as co-director of "Grupo de la Luz", (Universidad de Huelva), a multidisciplinary group composed of eight professors of different academic disciplines entrusted with developing the destination's brand.

He is the author of three published books on legal subjects, as well as of numerous publications, articles and monographs in specialized tourism journals, mainly on tourism policy, tourism law, cooperation and governance, safety and security, destination marketing, etc. He has also delivered lectures and papers at universities and tourism forums.



INRouTe: the International Network on Regional Economics, Mobility and Tourism

Ms. Aurkene Alzua

*Executive Director
Cooperative Research Centre in Tourism - CICTourGUNE, Spain*

Dr. Aurkene Alzua-Sorzabal (Ph.D.) received her Ph.D. in Outdoor Recreation and International Tourism from Purdue University, U.S.A (1999). Dr. Alzua is currently the Executive Director of the Basque Competence Research Centre in Tourism, CICTourGUNE, and an Assistant Professor at the University of Deusto (San Sebastian, Spain) where she conducts various graduate and undergraduate courses related to Tourism, Mobility and Technology. She actively collaborates with different organisations and governments, and is presently serving as a Board Member for several organisations including TTRA Europe Chapter, EUREKA TOURISME, the European network for technological innovations in the tourism sector and the Basque Innovation Agency.

In previous years, Dr. Alzua has focused on the application of social theory and methods in the area of natural and cultural heritage. In more recent years, Dr. Alzua has lead significant research programs in the field of Tourism and Information and Communication Technologies (ICT). Her latest works have focused on innovation, technology adoption and competitiveness of the Basque tourism sector.

Dr. Alzua's research revolves around three main interests: the strategic implementation and measurement of ICT in tourism; how the adoption and integration of ICT in tourism alters and impacts the social-psychology of tourism; and the development and incorporation of research and innovation policy in tourism. Her works continue to be published in several academic journals and international conferences.

SPEAKER ABSTRACTS

The Need for a New Approach to SMEs in Tourism

Central paper, Session 1: The Need for a New Approach to SMEs in Tourism

Pilar González Casimiro

Faculty of Economics and Business Sciences

University of the Basque Country

mariapilar.gonzalez@ehu.es

Abstract:

Micro-enterprises and small and medium-sized enterprises (SMEs) are key players in the development of well-being in local communities and regional economies. They are an essential source of business skills, innovation and employment. In the enlarged European Union, around 23 million SMEs provide approximately 75 million jobs and account for 99 % of all the business undertakings.

Tourism is currently acknowledged to be one of the 10 most important activities in the world economy. In 2008 the aggregate impact (direct and indirect impact) represented 7.89% of total employment with a contribution of 9.59% to world GDP. According to Spanish Inland Revenue data, tourism SMEs account for 99% of Spanish companies; and although the regional differences in terms of activity are significant, they create more than 75% of the employment and more than 60% of the turnover in the tourism industry.

Nevertheless, they frequently come up against the imperfections of the market, such as difficulties when it comes to obtaining capital or credit, above all during the initial start-up phase. The scant resources that they have may also restrict their access to new technologies or to innovation.

Size is one of the variables that determines productivity, capacity for innovation, internationalisation and forms of business management; in short, competitive capacity. The rising pace of globalisation, innovation and technological change creates new opportunities for SMEs, but also brings with it new challenges in terms of costs, innovation, distribution, internationalisation, human resources, etc. that may affect their future. In this new scenario, SMEs have to design strategies that enable them to be competitive within a framework of sustainable development. In particular, they should consider matters such as the value chain, the quality of the service, the abilities of their staff, the creation of strategic networks, etc.

In a situation of greater globalisation, and in a single market without internal borders like the current European market, it is essential that measures in favour of SMEs spring from a common definition, to thus enhance their coherence and effectiveness, reducing in turn the distortions of competition. This definition and common treatment is increasingly necessary in the light of the large degree of interaction that exists between national and community measures for supporting SMEs in areas such as regional development and research funding. The efficient articulation of these public policies hinges on having a real understanding of the sector, and their monitoring and evaluation (both ex-ante and ex-post) depends on choosing objectives that are measurable by means of a system of indicators.

True knowledge of the structure of SMEs in tourism calls for a complete system of statistics that is useful to all those concerned (companies, administration, international organisations), and that enables analysis of their business structure and the impacts of economic policies. The aim of this article is to analyse the statistics at the disposal of tourism SMEs and the challenges that the latter face. As a case study, the behaviour of tourism SMEs in the Spain is analysed.

In this research, tourism is analysed from the supply aspect, that is to say, as an industrial sector in itself and part of the Services branch.

As mentioned earlier, tourism is currently the biggest industry in the world, and the biggest generator of employment. However the available statistics are incapable of portraying it in a reliable way because, owing to its transversality, the tourism industry does not appear as a sector in itself in the national accounts. Most tourism statistics are put together from the point of view of demand (arrivals, overnight stays, balance of payments information, ...) or as hotel capacity statistics. For example, Europe, the world's main tourism destination, employs either 4% or 11% of the total working population, depending on the definition of the tourism industry; and creates either 4% or 12% of the European GDP. The first section of the article analyzes the progress made in this respect by both the *International Recommendations for Tourism Statistics 2008* (IRTS, 2008), which can be regarded as the basis for creating a System of Tourism Statistics, and the *Tourism Satellite Account: Recommended Methodological Framework 2008*, which provides a conceptual framework for reconciling tourism data linked with supply and demand. This also makes it possible to estimate the GDP of the tourism industry, to establish its direct contribution to the economy of a country and/or region, and to measure its impact on other sectors of interest. As an illustration, a brief analysis is made of the structure of tourism supply in Spain, using the instruments available.

As tourism SMEs are the main aim of the research, the second part of the article discusses the main problems involved in making a statistical analysis of them: definition of SMEs, indicators of interest, comparability of the statistics, among others. It then goes on to analyse the role played by Spanish tourism SMEs, both in Spain as a whole and at the regional level (depending on the availability of data). In particular, it will study the main macroeconomic aggregates, the operating results, and employment statistics. This analysis is made for the whole of the Spanish tourism industry as well as for each of the tourism activities according to the IRTS 2008 classification.

Employment, Community, Cooperation and Statistical Integration in Relation to SMEs in Tourism.

Critical communication, Session 1: The Need for a New Approach to SMEs in Tourism

Daniel Albarracín

Research Office of the Comisiones Obreras (CCOO) Federation of Commerce, Hotel and Catering and Tourism Sector Workers (FECOHT),

Eduardo Gutiérrez

*Interfederal Office of the Comisiones Obreras Trade Union Commission (CSCCOO).
eduardo.gutierrez@gabinter.ccoo.es*

Abstract:

Tourism accounts for almost 11% of Spain's GDP and in a large number of destinations it is the spinal cord of their economy and a potential source of endogenous development. It is a sector which, because of its size and potential pulling power, represents an economic driving force and at the same time an opportunity for attention to, respect for, and the recovery of the area.

As one of the world powers in tourism, we have an enormous responsibility to correspond with a plan of action that leads the innovations and technological changes that make it possible to modernise and tap the specific advantages of the tourism industry of the future, de-seasonalised, making it participative, cooperative, and respectful of the environment.

Three major dimensions have been systematised by regional development experts in order to identify the factors that explain the economic dynamics that lie behind regional economic synergies: spatial proximity, inter-firm relations and socio-institutional networks.

What are the productive factors for SMEs in tourism? Of all the factors that have bearing on the all-round viability of the tourism industry, the persons employed are perhaps the sector's chief resource, as the quality of tourism products and services depends to a large extent on the human factor, which determines the degree of customer satisfaction.

The economic importance of interactions at regional level is more evident still in the case of tourism activities undertaken by SMEs, as these are affected and determined in terms of their entrepreneurial viability by a wide array of "external endowments" that lend quality and range to the factor endowments specific to each tourism project.

The "community", as scenario or protagonist. The demand dynamics confronted by tourism SMEs at regional level are determined by the scale of potential labour demand in the place and in the close-lying regional areas, a top-ranking strategic value for tourism SMEs. Up until now, the geographical area has been regarded as a mere scenario, when it contains the synthesis of the factors that spell the viability of small and medium-sized tourism projects.

Cooperation versus competition: Promoting the entrepreneurial cooperation of SMEs in Tourism in the area is a fundamental strategic objective which calls for putting in motion public/private schemes set up for and explicitly oriented towards the shared promotion of local tourism by means of: shared information systems, boosting cooperation among business undertakings and the design of local-level tourism packages.

The value lies in the network and in informative integration. To understand how a local or regional economy functions is it essential to analyse the political, social and cultural factors that determine the

institutional dynamics, and for that purpose, the system of beliefs and decision-taking, in our case, at regional, local and entrepreneurial level, would have to be studied.

The economic and institutional capacity of the setting in which small and medium-sized tourism enterprises are located is determinant for each of these business projects. And this potentiality is greatly affected by the maturity of the processes that enable the needs to be shown, with the decision-taking, with the informative instruments and with the strategy and mechanisms for accomplishing them through regional policies.

Shared management of manpower through local employment agreements. It is necessary to devise and agree on a local employment model that meets four requirements: that it promotes stable employment; that it lends quality, productivity and dynamism to the regional economy; that it is based on trustworthy agreement and regulation; and that it provides a settled existence for working-age populations, especially the young and professional population. The quality of labour relations is synergistic and has a highly positive correlation with entrepreneurial quality; in fact good-quality employment – that not only consists of emoluments but brings stability/sustainability and professional growth as well – determines to a very large extent the quality of the tourism industry.

GIS platforms and decentralised territorial information. The environmental, social and economic sustainability of SMEs in Tourism, like the economy as a whole, requires *technological and productive innovations and changes* and also *institutional and organisational transformations*. Our leadership in tourism, at worldwide level, calls for us to be at the forefront of instrumental and organisational innovations in sustainable tourism.

The informative and statistical instruments needed for a concerted policy in the territory with those involved through SMEs in Local Tourism allude to the INTEGRATION of the multidimensional information involved in the “generation of tourism value” for tourism SMEs. GIS platforms, on administrative records of a socio-labour, entrepreneurial, environmental, natural resources and social capital nature, combine efficiency, thoroughness, collection-costs advantages and specificity, as well as great potentialities for facilitating information integration, the basis of shared “knowledge”.

Aplicaciones de la gobernanza en las PYMES para una mejor toma de decisiones en la industria turística. El sistema Datatur México.

Contribución crítica, Sesión 1: la necesidad de una nueva aproximación a las PYMES turísticas.

Francisco Madrid Flores

*Universidad Anáhuac Norte México, Escuela de Turismo, Director / Instituto
Politécnico Nacional, Sección de Estudios de Posgrado, Profesor – Investigador*

Resumen:

El trabajo presenta la experiencia de la construcción de un sistema de estadísticas básicas para la toma de decisiones en México, articulado a través de la colaboración participativa de los gobiernos federal y estatal de la mano de las empresas turísticas, fundamentalmente hoteleras, del sector turístico. Aunque el sistema no fue diseñado con el conocimiento de que lo que se hacía era una aplicación de la gobernanza en turismo, constituye con claridad un ejemplo paradigmático de ello, especialmente en lo que se refiere a la conformación de redes colaborativas. Los beneficios que se obtienen son para todos los miembros de la red, destacando los que alcanzan las PYMES turísticas.

El trabajo está estructurado en cuatro partes: en la primera se hace una breve recapitulación de la gobernanza y de su aplicación en turismo; en la segunda se describe la evolución del acercamiento al tratamiento de la información para la toma de decisiones en la política turística mexicana; la tercera presenta un breve análisis descriptivo de las PYMES turísticas en México; y en la última se expone el sistema Datatur.

A pesar de que cada vez es más ampliamente utilizado el término Gobernanza no existe un cuerpo coherente de teoría de la gobernanza. Existe coincidencia en que el concepto se refiere a algo más amplio que el gobierno y parece haber acuerdo en que no sólo se relaciona con los actores e instituciones públicas, como los únicos agentes capaces de proponer respuestas a las diferentes demandas sociales; parece haber acuerdo, también, en que al menos de algún grado, sobresale el papel de conformación de redes en la búsqueda de metas comunes (Kjær, 2004).

En realidad, no se habla de una gobernanza, sino de varias gobernanzas, ya que hay un “desafortunadamente largo número de significados del término gobernanza” (Rhodes, 2000: 55), existiendo al menos siete diferentes usos de este concepto que son relevantes desde una perspectiva de la Administración Pública. Destacaremos los que se refieren tanto a la buena gobernanza como a la gobernanza como redes.

En esencia el acto turístico tiene que ver con la esfera de los particulares, pero en virtud de la naturaleza del producto turístico -integrado por bienes y servicios de dominio público, y de carácter privado-, asentados en un territorio habitado por una comunidad que recibe a los turistas con los efectos positivos y negativos que esto supone, parece necesario el desarrollo de esquemas colaborativos para la conducción de los destinos turísticos. Se ha observado que se concretan diferentes tipos de alianzas, de manera más o menos espontánea, entre los protagonistas públicos y privados del turismo, convirtiéndose las mismas en un antecedente al esquema de aplicación de la gobernanza en el sector turístico (Organización Mundial del Turismo, 2008).

Las alianzas estratégicas podrían darse entre gobiernos en sus diferentes niveles, entre los gobiernos y actores del sector privado, o entre actores del sector privado y sus propios pares. Las áreas en las que se encontraron este tipo de prácticas son: el desarrollo de productos; iniciativas de desarrollo de la comunidad; acciones de marketing y promoción; y en la planificación e investigación, en la que se

describe el caso del Sistema Coordinado de Recogida de Datos de Alojamiento, en Canadá. (World Tourism Organization, 2001).

Al igual que en otros países la inmensa mayoría de las cerca de 300,000 empresas turísticas identificadas en el país son micro, pequeñas y medianas.

En el marco de un proceso de descentralización iniciado en 1992 la Secretaría de Turismo (Sectur) las funciones de levantamiento de la información fueron transferidas a los estados, aunque la Sectur siguió consolidando los resultados del operativo estadístico. En la práctica, aunque existen excepciones- los estados tienen limitados recursos y capacidades para el operativo, por lo que en 2001 Sectur diseñó un sistema en el que a través del uso de tecnologías de la información, los empresarios hoteleros de los destinos turísticos del país proporcionan directamente, en base diaria, siete datos sobre variables de su operación. A cambio de la información los hoteles participantes reciben un reporte semanal automatizado con comparativos de su desempeño en la plaza en general y en su categoría, y también con relación a otros destinos. Con su clave de acceso, pueden obtener información de gran detalle del comportamiento de las variables en el conjunto de los destinos. Es relevante señalar que las oficinas turísticas estatales tienen un papel importante impulsando la participación local.

En conclusión la aplicación de los principios de la gobernanza en turismo resulta de utilidad en la conformación de sistemas de información estadística con aplicación regional y nacional; la participación de las PYMES turísticas proporcionando información se da de manera efectiva en la medida que además de cumplir con un precepto legal, obtienen beneficios concretos. El uso de la tecnología propicia un ambiente apropiado para captar los datos y para retribuir a los aportantes con información personalizada. Es más fácil identificar la información pertinente en el funcionamiento del sistema de alojamiento, pero es posible incorporar otros componentes de la oferta.

No obstante lo anterior es posible identificar en los mismos actores que proporcionan información un cierto escepticismo hacia la confiabilidad de la información, producto de que se piensa que –no obstante las reservas legales del caso- la información se puede utilizar para fines de verificación del cumplimiento de obligaciones fiscales de los particulares. En tanto no se atiende esta preocupación, no se podrá avanzar en la captación de información de tarifa promedio lo que permitiría un avance significativo en las estimaciones de la derrama económica local.

Aunque no es posible ser concluyente, se observa una cierta resistencia de los destinos más consolidados a participar en un esfuerzo de alcance nacional. Es el caso de Cancún y la ciudad de México.

Innovation in the Tourism Enterprise

Central paper, Session 2: Innovation in the Tourism Enterprise

Vicente Monfort-Mir

Director of the Institute for Tourism Studies (IET)

vicente.monfort@iet.tourspain.es

César Camisón-Zornoza

Professor of Business Organization, Department of Business Administration and Marketing

University Jaume I of Castellón

camison@emp.uji.es

Abstract:

There is a consensus on the favourable effect that innovation has on creating value for consumers and boosting the sustainable growth of tourism enterprises. But this practical need is constrained by the limited amount of research that innovation in tourism has sparked. The data available also indicate that innovation in tourism is low compared with other sectors, particularly if we focus on radical innovation. The economic importance of innovation in tourism is on a par with the complexity of decision-making processes and with efforts by public and private stakeholders that lead to new products, processes or knowledge. Within the wide array of research areas brought about by this situation, this paper focuses on the subject of measuring innovation in the tourism enterprise. The turbulence of the tourism world underscores the importance of having a set of indicators, at both national and regional level, that make it possible to create a reliable forecast of the evolution of tourism flows and to anticipate changes in the environment that have most impact on international competitiveness.

However, statistics systems provide fairly limited information for gaining insight into the processes and outcome of innovation in tourism, both in the microeconomic or corporate sphere and at regional level. The development of innovation policies from national and European perspectives has benefited from the availability of increasingly improved Innovation Scoreboards. On the other hand, tourism is still bereft of solid statistical supports that enable a detailed analysis of business practice and of the effects of innovation promotion policies in the sector. The lack of effectiveness of classical indicators for measuring innovation in tourism has impoverished the capacity of secondary databases to provide appropriate information on the evolution of the variable at the microeconomic and regional level. It is essential to take the sectoral dimension into account as, in each business, companies have problems and specific processes that may call for singular indicators. In this respect, the adaptation of secondary statistical sources of a general nature to the tourism pattern is absolutely necessary. Some experiences confined at more general level to the services sphere may be partially useful, but it is still essential to deploy databases and analysis tools that provide regular and reliable statistics of the situation and evolution of innovation in tourism. This shortage calls for the development of primary research, in survey format, to complete the information available on processes of innovation in tourism. This report provides a diagnosis of the state of affairs and some recommendations for remedying the problems identified.

In a first approach, the study reviews the literature on innovation as a requirement for competitiveness in tourism. It then goes on to identify the key aspects of innovation that should be considered in a panel board to give a complete picture of the outcomes of and capacities for innovation. Lastly, it analyses the approaches and problems for measuring innovation in tourism enterprises, the possibilities provided by public sources of a primary nature for gaining insight into the situation at the microeconomic and regional level, and for guiding policies for promoting innovation in the sector.

Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix

Central Paper, Session 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix

Teresa Guardia

Institute for Tourism Studies (IET)
teresa.guardia@iet.tourspain.es

Juan Muro

University of Alcalá
juan.muro@uah.es

Abstract:

Tourism is the most important productive activity in the services sector in Spain and is one of its most important branches: it generates 10.3% of GDP and provides employment to almost 2 million people (11.1% of the working population). Precisely because of this importance, tourism is the target of a large number of analyses aimed mainly at finding out more about the travel profiles of international arrivals. Yet few studies have been conducted to find out more about the travel behaviour of domestic tourism demand in Spain, although there has been sporadic information about it since the 1980s and on an ongoing basis since the end of the 1990s.

This study sets out to analyse, using different statistical techniques, the inter-regional tourism flows of domestic tourism in Spain over the course of time. To do so, the statistical operation “Tourism Movements of Spaniards (FAMILITUR)” is used, which sets out to quantify the trips made and knowledge of the tourism habits of residents in Spain, not only between the different autonomous communities, but also beyond our borders. As this statistic is the main source of analysis, the first part of the paper comments succinctly on some of its most important methodological aspects, as well as on the evolution of the different sample enlargements aimed mainly at obtaining more precise information about tourism flows at the regional level.

The next section makes a descriptive analysis of inter-regional tourism flows in 1999 and from 2004 to 2008, providing the market shares of each regional analysis unit considered, net outbound and inbound tourism trip flows at the regional level, and establishing the geographical centres of attraction for tourism as well as the areas with most centrifugal force for trips.

The paper continues with another section which completes the previous one. In it, tourism appeal indexes are drawn up based on the origin-destination matrix for the period 2004-2008. By means of those indexes, the most significant appeal patterns are established, not only between the different regions but also with the region itself.

The paper ends with the specification and estimation of a “gravity” panel data model of demand for tourism services among Spain’s autonomous communities, measured by domestic travel flows, listing the domestic flows with their main determinants: autonomous population, GDP per capita, distance, relative prices and type of accommodation (second residence). The model is estimated with information corresponding to the period 2004-2008.

The results quantify the long-term behavioural characteristics of inter-regional flows and indicate, among others, rigid demand with regard to the population, elastic demand with regard to the GDP per capita of the autonomous community of origin, and a negative impact on demand both of the distance between autonomous communities and of external shocks.

Analysing and Understanding Domestic Tourism within a Destination Perspective

Critical Contribution, Session 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix

Mara Manente

*Director of the International Centre of Studies on the Tourism Economy (CISSET)
University of Venice
ciset@unive.it*

Abstract:

The paper will focus on the crucial role domestic tourism plays when a destination perspective is adopted and will argue on the opportunity to supplement national surveys on domestic tourism with more detailed analyses when sub-national scales are considered.

The destination perspective

It has been underlined in previous contributions (Manente, 2005; Manente, 2008) that the increasing complexity of the competitive environment and the decreasing possibility to control and foresee markets and demand are among the crucial factors tourist destinations, both emerging and already established have to face. Furthermore, efficient and effective management will depend on a precise knowledge of actual and potential demand. Within this context, while international tourism has been objective of relevant efforts to analyse its characteristics and its economic importance, domestic tourism remains one of the most neglected and under-researched categories in tourism analysis (Ritchie, 2002). One of the main reasons comes from the fact that, being international tourism similar to exports to the destination country, its effects have to be added *in toto* to the national production system, contribute to the increase of the Balance of Payment assets and provide foreign exchange earnings. Domestic tourism, on the contrary, is part of residents' final demand and its effects have to be considered only for the additional activities undertaken by residents in their quality of tourists (in other words excluding the consumption that they should have done anyway as residents). In reality, domestic tourism not only represents an increase in economic activity, but it also guarantees a redistribution of national income. Furthermore, during economic crises when the propensity to long-to-medium haul travel decreases, it can contribute to the destination performances by substituting international tourism.

These issues become relevant for whatever destination typology and dimension: from the European scale to the national until the local one. In fact, if Europe may be interpreted as a tourist destination, also at this level it is important to discuss if the existing framework of data on domestic tourism is able to represent and interpret the complexity previously underlined. It is well known that the analysis of travel behavior of European tourists is guaranteed by the Council Directive 95/57/EC and by a "Community Methodology on Tourism Statistics" published in 1998. In recent years, there have been new developments within tourism itself, and in tourism methodology in Europe and in the world, which have made it necessary to update the concepts and methodological framework. Furthermore, a strong process of coordination and homogenisation has taken place in the last ten years within the European system of tourism statistics, in terms of concepts, definitions and classifications (typologies of demand, of accommodation, of activities/products), as well as of methodologies, objectives and strategies. But the reconciliation of the results produced by each country is still an ongoing process:

Comparison between origin and destination flows and expenditure remains a crucial step in order to achieve the Eurostat's six quality components "relevance, accuracy, timeliness and punctuality, accessibility and clarity, comparability, and coherence".

The sub-national level

As stated in previous contributions, if the destination coincides with a sub-national level, many aspects assume a stronger weight and become increasingly important.

Mostly at sub-national level, in fact, the information about tourism demand is crucial not only in estimating foreign exchange earnings and, in general, the economic impact. It is also essential in analysing the characteristics of both visitors and trips and studying their motivations and holiday behaviour. These elements are at the basis of suitable management plans and marketing strategies.

Furthermore, mainly at local level, the in-depth analysis of tourism demand can contribute effectively to a multiplicity of strategic issues such as systematic and non-systematic mobility patterns, preservation vs fruition of natural and cultural resources, alternative use of free time, etc. However, the inadequacy of information and/or the lack of reliable and credible data on volume, dynamics, characteristics of visitors flows are considered to be one of the main hindrances to the development of a synergic approach. Just speaking about volume, it is widely recognized that among the main areas of lacking investigation there is tourism in private accommodation and excursionism, which are particularly relevant within the domestic component. The estimate of the size of these segments is generally made on the basis of ad hoc surveys that, for their being non systematic and their lacking of homogeneity in the methodology applied, do not facilitate comparisons.

Comparison and homogeneity might be reached if a national survey on domestic tourism is implemented, but in this case its response to the sub-national needs has to be evaluated on the basis of a few aspects:

- The different interpretation of the concept of “domestic” when the sub-national level is considered. In fact, the role of some components changes according to the territorial scale: residents in other areas become similar to international tourists for the area under consideration;
- The impact of excursionism on the local supply needs to be analysed in a more precise way than at national level, in particular taking into account the usual environment and the interface with outdoor recreation practices;
- The sample usually adopted for national surveys couldn't allow the adequate analysis of the phenomenon at local level and a cost-benefit analysis couldn't justify the enlargement of the sample in order to be representative at any required sub-national level.

Furthermore, components of domestic tourism relevant at sub-national level can be appropriately analyzed only at a local scale and require methods and instruments which can be better implemented at local level. This is the case, for example, for excursionism and tourism in private accommodations.

Domestic Origin-Destination Matrices – An Irish Case Study

Critical Contribution, Session 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix

Steve MacFeely

*Director of Business Statistics
Central Statistics Office Ireland
steve.macfeely@cso.ie*

Abstract:

As a product, tourism is unusual. It is a globalised, internationally traded service and yet it is very local in nature. As an export product, it is also unusual in that the customer must be brought to the product rather than the more traditional approach of delivering the product or service to the customer. Consequently transport linkages, environment, facilities and local culture all play important roles in defining the unique nature of any tourism product.

Even the most local tourism product is exposed to international events such as September 11 or Foot & Mouth disease. However domestic tourism in Ireland has proven less vulnerable than inbound tourism to external shocks in the past. The recent emergence of “stay-cations”¹ and “day-cations” in the common lexicon suggests that domestic tourism once again is proving resilient in facing the current global economic downturn and the threat of a flu pandemic (influenza A (H1N1) or Swine). It also suggests that domestic day visits make an important contribution to overall domestic tourism.

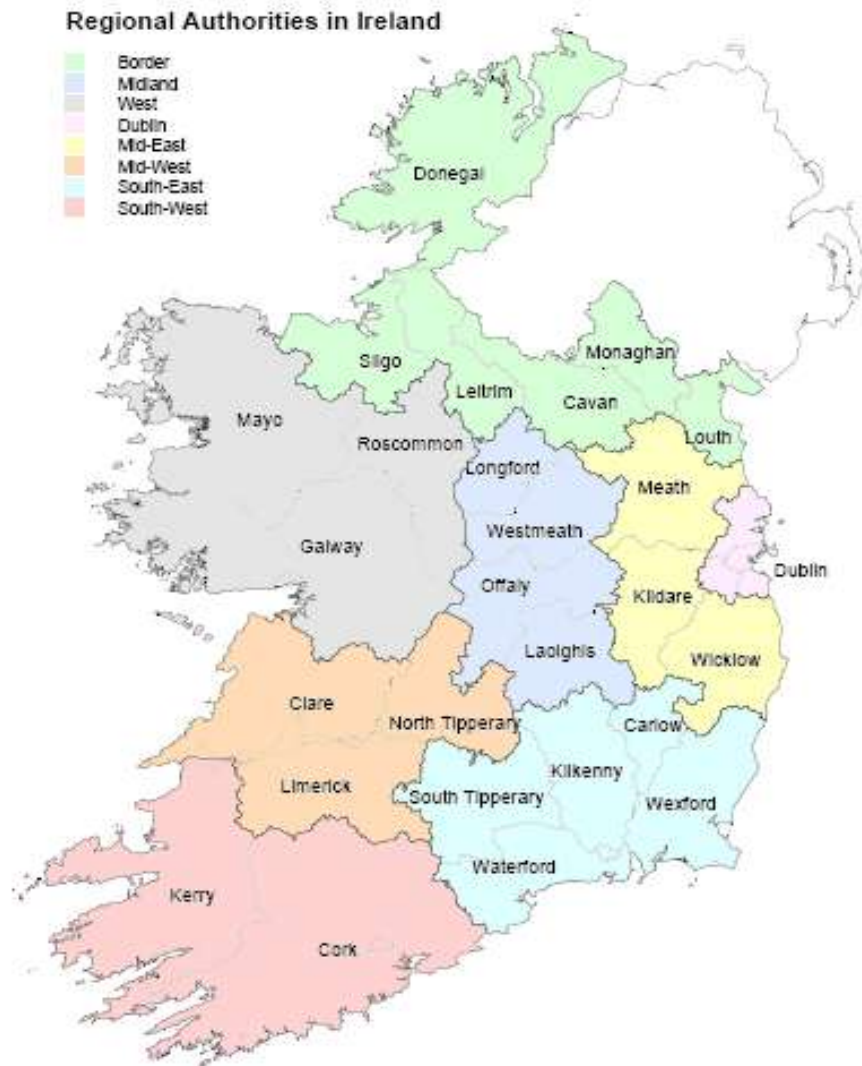
The total area of the Republic of Ireland is only 70,282 km². From the extreme northerly point, to the extreme southerly point Ireland is 486 km long and from the most easterly point to the most westerly point Ireland is 275 km wide. Yet even in such a geographically small country, regional identities and patterns are clearly evident. For this reason the Central Statistics Office (CSO) in Ireland compiles tourism statistics at NUTS 1, 2 and 3 (Regional Authority) digit levels – see Figure A1. Yet users regularly demand results at the NUTS 4 (or County) level, highlighting the importance of understanding regional and local dynamics.

In 2006 CSO published a series of origin – destination matrices for domestic tourism. These matrices compiled aggregate flows for the six years 2000 – 2005 to provide a stable and robust set of data. They were produced at the NUTS 3 level (i.e. 8 x 8 matrices) and were limited to tourism trips involving overnight stays and did not include any same day visit activity. For this paper matrices were compiled for 2008 (the latest full year available).

Even a simple 8 x 8 origin-destination matrix reveals the complexity of domestic travel patterns. The flows highlight the gravitational pull of cities as centres for business travel and rural locations for holiday trips. The O-D matrix has been extended for this paper to examine the domestic leg of outbound trips (i.e. where the intermediate destination is the port or airport of departure). This can be sub-set into outbound trips that involved a domestic overnight en-route or returning from an outbound trip (approximately 2% of all international trips), and those that did not.

Figure A1 - NUTS 3 Regional Authorities in Ireland

¹ Stay-cations refer to vacations or holidays taken in Ireland i.e. domestic holidays and day-cations refer to day trips.



The paper presents the above results in more detail and also examines the limitations of the work done to date, and highlights the importance of visualisation in capitalising on these data. It also discusses the importance of seasonal patterns, reason for journey and travelling with children for properly understanding regional domestic tourism flows – all possible extensions to the O-D matrix.

The paper will briefly touch on a new travel survey being piloted in CSO this autumn, which will test the feasibility of combining the requirements of a national transport survey with a tourism day visits survey. If successful this survey should be capable of producing an O-D matrix for day visits. Finally, some recommendations or suggestions for harmonised data collection at an international level are made.

Data collection on tourism flows – from fragmentation to harmonization?

Panellist, Session 4: New Instruments for Measuring and Modelling Tourism Flows

Petter Dybedal

Chief Research Officer

Institute of Transport Economics

pd@toi.no

Abstract:

Introduction

Long distance travels clearly is an issue for tourism research. However, the implications of long distance travel call for research interest in a much wider context. While tourism researchers request travel data for analysis of, for instance, economic impacts of tourism, destination and/or tourist attraction development and various aspects of tourism planning, knowledge of long distance travels are essential also to researchers involved in for instance transport sector analysis and planning (air, bus, rail, ferries, etc), spatial analysis and planning, public investment decision making (roads, rail, airports etc) and environmental research concerning for example sustainable mobility.

The question of possible synergy effects between long distance travel approaches in different research contexts, as regards both methodology and data collection, may fruitfully be discussed and visualized within the sphere of the Institute of Transport Economics (TØI). The institute's transport related profile implies that long distance travel is included in a broad range of research. Within our research programs we are also directly involved in the main data collection processes within long distance travel in Norway. Hence, the institute's "all gathered under one roof" position represents a setting with optimal conditions for both assessments of synergy opportunities and obstacles and implementation of practical measures.

TØI has two research programs (research units) of particular interest as regards periodical data collection and analysis of long distance travel/tourism flows. The Tourism Program includes annual data collection and analysis of incoming tourism (the National Border Survey) and also comprehensive surveys on domestic flows have been carried out recently. The Travel Behavior unit conducts both the National Travel Survey (and the National/International Air Travel Survey. Two other programs, Regional Analysis and Sustainable Mobility, cover research topics that imply extensive involvement in the surveys mentioned.

Research question: Mapping tourist flows

Probably the most common research question concerning tourist flows is to map trips by O/D patterns, purpose of trip, length of stay, type of accommodation and mode of transport. Currently such data must be deducted from a number of sources, comprising both household and on site surveys.

The only public source in this respect is Statistics Norway's national quarterly travel household survey, which is performed according to the Council Directive 95/57/EC. It comprises approximately 6 000 household interviews (CATI) per year. No O/D-patterns are published (national level only), but may be extracted from the data material.

The National Travel Survey (RVU) is a household survey (CATI) designed and conducted by TØI every 4th year on behalf of the Ministry of Transport. The main focus is to map everyday travels by recording daily trips by purpose, O/D and mode of transport. Questions include all short trips last day and long trips last week, and the survey comprises a basic sample of 10 000 interviews over a one-year period.

The National Air Travel Survey is conducted by AVINOR (a state owned limited company operating the Norwegian airport network) every 2nd year and analysed by TØI. The overall idea is to monitor passenger traffic (domestic and international) at Norwegian airports for the purpose of planning and developing the airport network. O/D patterns of total trip are of particular interest. Characteristics of trip include also purpose, length of stay and mode of transport to and from departure airport. Interviews are conducted at departure gates. The 2007 survey comprised 42 000 interviews on domestic flights and 71 000 on international flights, both parts including both residents and non-residents.

The National Border Survey is performed annually for Innovation Norway (responsible for marketing tourism in Norway). The purpose is to monitor inbound tourism. Visitors are characterised by a number of variables, including nationality, length of stay, type of accommodation, mode of transport etc. O/D patterns within Norway are, however, not satisfactorily recorded, due to both sample size and a large proportion of multi-destination trips. Interviews are made on departure from Norway, at airports, ferry/bus/train terminals and border crossings (road). Total sample size is approximately 12 000.

A comprehensive impact study within the Tourism Program include web-based (sample of 7 000 drawn from large panel), non-periodical household surveys covering last trip July 2008 and last trip January-April 2009. The main purpose of these surveys was to map tourists' expenditures by type of accommodation, purpose of travel, etc. They also include data on O/D-patterns and transport mode; however, biased in terms of focusing typical holiday periods, they are not necessarily representative for travel behaviour during the whole year.

Preliminary conclusions

Measurement of tourist flows within the borders of Norway – whether residents or non-residents – is subject to a fragmentation of data material, as the total picture arises from a combination of different household surveys or field surveys. Synergy effects in terms of measurement of tourism flows are evident; still, there are unexploited potentials. It is obviously an advantage – and a source of synergies – that a wide range of travel related research and data collection are performed within the same institution. Easy access to data files and first hand insight in survey design and data collection procedures is important for optimal exploitation of available data, however, this is no guarantee for optimal solutions as regards measurement of tourist flows.

One obvious explanation, and experience, is that long distance travel surveys are established for different purposes, requiring different approaches, implying different variables and variable values, different foundation for inflating sample data to total figures, etc. Some harmonization may be undertaken by researchers involved, although budgets and size of questionnaire may restrict noble thoughts of general applicability and comparability.

It seems that, rather, the bodies financing the surveys may be the key actors for improvements. Innovation Norway (National Border Survey) and AVINOR (National/international Air Travel Survey) are currently negotiating survey coordination as regards data collection, which also implies a harmonization of variables. This will establish comparable data sets – collected by nearly identical procedures – for inbound tourism by all modes of transport. Sufficient data on O/D patterns within Norway for tourists arriving by car and/or ferry requires, however, larger samples from these strata. Improvements as regards domestic tourist flows seem to rely on significant upgrading of the national travel survey conducted by Statistics Norway. Above all, sample size has to be extended considerably from today's 6 000 to establish reliable O/D matrixes on NUTS 2 level. A large enough sample will eliminate today's dependency on the long travel data from the National Travel Survey performed by TØI every fourth year. A second best solution only is that Statistics Norway and the Ministry of Transport (National Travel Survey) negotiate over a harmonization of the surveys, including recall period and variables as well as total sample size.

Differential Aspects in the Measurement of Flows at the National and Sub-national level: Concepts, Methodologies and Technologies Applicable

Panelist, Session 4: New Instruments for Measuring and Modelling Tourism Flows

Alfredo García Ramos

President
ARALDI, Spain
alfredogr@araldi.es

Jesús García de la Torre

Consultant
ARALDI, Spain
jesusgt@araldi.es

Abstract:

Drawing up statistics at a sub-national level poses additional difficulties to those that lie at national level and they relate to two key aspects:

- the regionalisation of centralised activities and
- the flows

Tourism statistics for measuring traveller and visitor flows therefore fall into the category of one of the major difficulties that call for adopting methodologies and technologies capable of grasping and measuring this phenomenon.

Added to that, a necessary condition of any statistical operation is to have a quantification as precise as possible of the universe intended to be observed. This is, fundamentally, what the paper is about.

The physical flow of travellers is supported by different means of transport which, in turn, require appropriate infrastructures. The degree of difficulty in measuring the flows differs according to the type of infrastructure; the most complicated being the road networks, especially at the sub-national level.

The best approach for tackling this problem is the approach of mobility studies, the aim being to quantify the trips that take place by having control points at road entrances in the geographical territory concerned.

The key issue lies in approaching the measurement of the visitor flows comprised in domestic tourism in a geographical territory, as to do so, the difficulties compound with respect to those that arise when measuring inbound and outbound tourism in the region.

Flows are measured even at national level, just for outbound and inbound tourism, whereas for domestic tourism they are estimated on the basis of surveys not benchmarked to the tourism trip universe, which is unknown.

The paper examines the methods for and technologies applied in measuring flows and in obtaining the basic characteristics which enable a more in-depth segmentation and study.

The last part deals with the different technologies and analyses both their applicability to the measurement of flows and their relationship with the sampling operations intended to characterise it.

The Path to Better Long-distance Travel Data in Europe – The Potential of Combining Established Household Survey Instruments and Methodological Innovations

Panellist, Session 4: New Instruments for Measuring and Modelling Tourism Flows

Tobias Kuhnimhof

STRATA GmbH - Data and Information Management
kuhnimhof@strata-gmbh.de

Jörg Last

STRATA GmbH - Data and Information Management
Last@strata-gmbh.de

Abstract:

Along with the dynamic development of international and domestic tourism and long-distance travel there is increasing demand for comprehensive and reliable data for different stakeholders. The prevailing data situation in Europe, however, is unsatisfactory as the available data on long-distance travel is very fragmentary, non-harmonized, and thus not comparable. This paper presents the strengths and weaknesses of established and new survey instruments in Europe. Based on this comparison the paper proposes the combination of survey instruments in order to achieve a higher level of reliability and comparability of long-distance travel data.

In Europe, the different stakeholders ranging from the tourism business and central banks to the transport sector have established their own traditions of surveying the travel data relevant for them. Household surveys generally represent a key source of information as they allow for insights into individual decision making. Consequently, household surveys are indispensable for developing models of travel behavior.

Many European countries have been conducting household travel surveys with a focus on everyday travel on the national level for several decades (hereafter: National Travel Surveys). Some have supplemented these surveys with specific surveys on long distance travel. Moreover, household surveys tailored to the needs of the tourism sector are being conducted by the private industry (e.g. world tourism monitor) as well as in compliance with the EU directive on the collection of statistical information in the field of tourism (hereafter: EU Surveys on Tourism Demand).

These existing survey instruments overlap: The EU Surveys on Tourism Demand focus on journeys with overnight stays. National Travel Surveys intend to cover all trips by the population with the vast majority of these trips being relatively short and in the context of everyday travel. But National Travel Surveys with focus on everyday travel also include information on long-distance travel and journeys with overnight stays.

Based on a quantitative analysis of survey data the paper discusses the strengths and weaknesses of established survey instruments and innovative survey designs to capture long distance travel data, specifically from the perspective of the transport sector. On the one hand, the results indicate that mobility diary surveys which revolve around the question “what did you do yesterday?” are less affected by recall error and are superior in capturing long-distance travel that is likely to be forgotten soon.

Designated long-distance travel surveys and tourism surveys, on the other hand, perform better at capturing travel with overnight stays and covering distances beyond 400 Km. One-day excursions, however, are likely to be underrepresented in such surveys. For this reason, tourism surveys tend to concentrate on journeys with overnight stays.

Though some innovative survey designs manage to perform well in both segments of long distance travel, they involve considerable complexity in survey design and analysis. However, appropriate agent-based modeling approaches, specifically in the case of the German INVERMO survey, have been developed. These approaches transform the original survey data set into a micro data set which is convenient to analyze and capable of answering most relevant questions with respect to long distance travel.

In the past, the tourism sector and the transportation sector have managed to cover most of their data needs on the basis of their established survey instruments. However, there is increasing need for long-distance travel data by transportation planners. Large parts of what they need are covered by tourism surveys. Vice versa, the tourism sector increasingly calls for data covering long-distance travel without overnight stays. This again is covered in large parts in National Travel Surveys. With just one of these established instruments it hardly appears possible to obtain a comprehensible and reliable image of travel activities across the entire spectrum of long-distance travel, i.e. including short excursions and multi-day journeys.

These data gaps could be overcome by employing innovative approaches of long-distance travel surveying. However, a lot could also be achieved by making use of the existing surveys: Synergies with benefits for both sides would arise if transportation and tourism joined forces and combined their existing and publicly funded instruments, i.e. National Travel Surveys and EU Surveys on Tourism Demand. Both are established and robust instruments for measuring different segments of long distance mobility. And both deliver data formats that practitioners as well as researchers are familiar with.

The paper proposes to combine the results of these existing survey instruments to generate a data skeleton for Europe which includes the most important information on a coarse level: OD-matrices, purposes of travel and modes of travel. Comparable EU-wide figures on these characteristics of long-distance travel would represent a significant advancement for many stakeholders. This could most likely be achieved with reasonable effort and without additional complex surveys. The envisioned beneficial combination of these instruments only renders necessary an effort of coordination and data compilation on the European level.

COMPILATION OF ABSTRACTS RECEIVED THROUGH CALL FOR PAPERS

This compilation includes the abstracts of the papers that have been accepted through the Call for Papers as accompanying material to the *First International Conference on Measurement and Economics Analysis of Regional Tourism*. It will be posted on the Conference website and distributed to all participants during the Conference as well as published after the Conference as part of the Conference proceedings on a CD-ROM. There is also a possibility that some of the pertaining papers will be selected by Turespaña of Spain's Ministry of Industry, Tourism and Commerce for publication in a special Spanish edition as well as in future documentation by INRouTe.

Please note that abstracts included here have been taken directly as provided by the respective author(s) and have only undergone basic formatting.

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António dos Santos Queirós

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Gloria Sofía Zarruk Gómez, Fernando Jiménez Sáez and Pablo D'Este Cukierman

Using Geographic Location Technology in the Measurement of Tourism Flows

Eva Aranda

TNS Demoscopia

eva.aranda@tns-global.com

Vicente Castellanos

TNS Demoscopia

vicente.castellanos@tns-global.com

César Lapuente

AlborGis

lapuente@alborgis.com

Abstract:

Traditionally, the main tool for collecting data on tourism flows has been the questionnaire, and in certain cases administrative records are also used as a source of complementary information. The development of new information and communication technologies, and more specifically, geographic location instruments (GPS and the like), means that researchers now have at their disposal a new system for data collection that could be used as an alternative or as a complement to existing methods, and which undoubtedly has strong potential in tourism research.

This paper discusses our advances in the application of these measurement systems. We will analyse their advantages and disadvantages compared to traditional tools and we will suggest a series of areas of application, some of which we are currently working in.

TNS Demoscopia has been using this technology for several years already to measure the impact of outdoor advertising, and is a pioneer in its application in the field of tourism together with AlborGis, with which it collaborated in the development of different methodologies for data collection on tourism movements using this type of devices and in the design of software for their integration with traditional surveys.

The method consists in providing the informants with a device that records all their movements. The device records a highly detailed log of their trips: time spent, interruptions (stops), etc. The device records waypoints at predetermined time intervals that are set based on the area of study. Moreover, this information can be supplemented with opinion data.

The use of this data-collection tool, when compared to traditional methods, makes it possible to avoid some of the major problems with household surveys, such as the non-recall effect (wherein the informant fails to remember all the trips taken), the learning effect (tendency to report fewer trips than actually taken in order to shorten the duration of the interview), the non-reporting of certain trips due to the subject not considering them as “tourism” trips (such as same-day trips without overnight stay), or the calculation of the stages of a trip. The contribution of this tool to in-destination and border surveys, such as better response accuracy or mitigation of the also problematic recall bias, will also be analysed in our paper.

As for the effective implementation of these tools, we will present the different models that we have been developing to address different research scenarios: daily trips (mobility surveys), movements of tourists in specific settings (museums, nature reserves, amusement parks...), and surveys on tourism behaviour.

In short, the paper explains how the use of geographic location technology in tourism itinerary data collection represents a qualitative leap in the analysis of the spatial and temporal dimensions in the study of tourism behaviour.

The Necessary Articulation between Tourism Development and the Regional Periphery

Stella M. Arnaiz B.

Universidad de Guadalajara en Puerto Vallarta, Jalisco, México
stellaarnaiz@yahoo.com.mx

Alfredo César D.

Universidad de Guadalajara en Puerto Vallarta, Jalisco, México

Abstract:

During the period 2004–2006 we carried out research on the coast of the State of Jalisco (approximately 350 km.) with the aim of studying what type of development could be offered to the areas in the periphery of the tourism corridor known as the “Costa Alegre”.

In Mexico, the policy for economic development based on tourism relied on the creation of hubs and corridors, which, in their peripheral regions, generated profound impacts that brought with them substantial weaknesses and the impossibility of achieving sustainable development.

In the corridors, such as the Costa Alegre, hotels, apartments and marinas were built along with other infrastructure for tourism use and this initially attracted the majority of the rural population of the periphery and subsequently large masses of immigrants coming from other states where the rural sector was stagnating.

This generated large human settlements that were precarious and lacked minimum services. This situation would create large groups of unemployed persons every time that the construction industry—the engine of this industry—suffered a slowdown, thus generating zones of high vulnerability and sources of regional insecurity.

This has occurred in all the destinations, from Acapulco, which has a marginal city with a population of one million persons—Ciudad Renacimiento—to Cancún with more than 600,000 persons in the Puerto Juárez settlement, amongst the most notable examples.

Therefore, the object of this study is how to integrate the peripheral zones of the corridors—in this case, Costa Alegre—in tourism-led development. This idea was motivated by two issues that were brought to light in previous studies in Cancún and in the Riviera Maya corridor: firstly, the need to avoid generating empty zones—in this case mountain areas that end up becoming zones of drug cultivation and trafficking—and secondly, establishing a veritable process of diversification in which the rural world contributes with leisure activities such as excursions, hikes, bird-watching, rural culture and rural tourism that complements the major operators of the corridor.

The study is an inventory of, on the one hand, what would be possible to implement on the one hand and, on the other hand, of the opinions and willingness of the rural residents, *ejidatarios* (rights-holders of communal lands) and municipal authorities, and lastly, the business sector, which saw this proposal as highly viable.

The third element was the structuring of proposals and the public dissemination of information. This was accepted and based on it, tourism SMEs have begun to implement projects with the support of the state and in conjunction with entrepreneurs.

The Costa Alegre corridor is now slowly advancing, limited in large extent by environmentalist groups that watch over a biosphere reserve in the middle of the area. However and despite everything, there are already projects being set up and the business model could be an option in emerging countries experiencing next to tourism's many positive effects, also the side-effect of demographic vacuum or neglect in large areas which then become a concern for national security, such as much of Mexico's Pacific coastline and mountains.

The Length of Stay for Sun and Sand Tourism and the Role of Holiday Characteristics

Andrés Artal-Tur

*Department of Economics
Technical University of Cartagena
andres.artal@upct.es*

Antonio García-Sánchez

*Department of Economics
Technical University of Cartagena
a.garciasanchez@upct.es*

José Miguel Navarro-Azorín

*Department of Economics
Technical University of Cartagena
jmiguel.navarro@upct.es*

Abstract:

The reduction in the length of stay of tourists at traditional destinations is one of the most important trends characterising today's world tourism market. For sun and sand destinations on the Mediterranean coast of Spain, this new trend is slightly more pronounced, with a reduction of 23% in the average stay over the past ten years (25% for foreign tourists and 12% for domestic ones), which is clearly affecting the level of income of the population. Seaside areas are the main tourist destinations in Spain, accounting for 71% of total travellers and 83% of total accommodation nights in 2008. As a result, this rapid downward trend in the length of stay is becoming an important concern for the whole sector (Alegre & Pou, 2006, 2008). The situation is not unique to Spain, but constitutes an important characteristic shared by the world's foremost tourist destinations today (World Tourism Organisation, 2007).

In this research we analyse the role of holiday characteristics as determinants of the length of stay of tourists visiting one emerging destination on the Mediterranean coast of Spain, as is the case of the Region of Murcia. With this aim, we estimate a length-of-stay function for sun and sand tourists visiting the Region of Murcia, and compare our results with those of other consolidated sun and sand destinations: Balearic Islands in Spain, Azores Islands in Portugal and Bodrum on the southwest coast of Turkey. Furthermore, we compare the results of sun and sand destinations with those of other tourist products such as golf tourism or low-cost travel, in order to observe to what extent individual profiles and destination characteristics are important in terms of the influence they exert on the duration of the stay across different tourist products.

Sun and sand holidays can be thought of as one of the most traditional tourist activities in today's world market, with a high content of routine, usually shared with the family and occupying an important part of our holiday time. Hence, it is difficult for us to consider it a spontaneous and not well-planned (in-advance) tourist activity. In this respect, we do not feel that duration models are the most appropriate framework to model the staying decisions of sun and sand tourists (Aguiló, Alegre & Sard, 2005). Following this evidence, in this research we use a truncated Poisson regression model which permits to recover elasticities and percentual changes in explanatory variables when modelling duration decisions.

We estimate functions of the length of stay for defined segments of seaside tourists (by season of the visit, by accommodation, by country of origin, by number of annual visits, etc.), obtaining significant differences among stay determinants by group of tourists, which corroborates the findings of previous

studies, pointing again to the importance of accounting for tourist heterogeneity in microeconomic analysis when studying the duration of the stay.

Our results indicate that the factors explaining the length of stay for sun and sand visitors on the Mediterranean coast of Spain coincide to a certain extent with those of the other three seaside destinations analysed: Balearic Islands, Portugal and Turkey. In this respect, type of accommodation, season of the visit, age of tourists, company in the visit, number of annual trips, repeating visitors, together with price and income restrictions appear to be the main factors influencing the length of stay. “Origin of the tourists” does not appear to widely affect the length-of-stay in our sun and sand study, as was the case for the Azores and on the Turkish coast. On the contrary, some differences arise among our results and the findings for these alternative destinations. For example, the Balearic Islands case study records much higher values for income and price elasticities than those obtained for our destination, which suggests that this sun and sand destination is more mature (Alegre & Pou, 2008). Also, the “type of accommodation” appears to be one of the most important covariates affecting length-of-stay in our study of the Region of Murcia, whereas this variable was not important in the other three seaside destinations.

Regarding the results on stay duration of other tourism products such as golf and low-cost tourism, the main differences with our results include the greater influence on the duration of stay that the covariate “origin of tourist” seems to have in golf tourism, as well as the null influence that the “experience of the tourist” seems to exert on the duration of golf trips. Also, the stay of low-cost tourists appears to be highly influenced by the “origin of the tourist”, “older age of travellers” and the “season of the visit” they come to the destination, while these kinds of tourists register shorter stays on average in comparison with sun and sand travellers, particularly because it seems that many of them are looking for urban tourism activities (culture, gastronomy, entertainment).

In summary, in this research we underline the fact that different holiday choices linked to different groups of tourists induce important differences in the determinants of the length of stay. Our empirical findings clearly advocates for the need of bearing these differences in mind when designing policies directed to extend tourists’ length of stay at destinations, being of particular interest for seaside destinations with similar characteristics to the one we have analysed.

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Cruising is Risky Business

Ana Bartolomé*

Imagine Tourism Consulting
Ed.Naorte, A,1^o,10. Parc Bit, 07121
Palma de Mallorca
Tef:971439752
ana@imagnetourism.com
www.imagnetourism.com

Michael McAleer*

School of Economics and Commerce
University of Western Australia

Vicente Ramos*

Faculty of Economics and Business
University of the Balearic Islands

Javier Rey-Maqueira*

Faculty of Economics and Business
University of the Balearic Islands

Abstract:

As the fastest growing sector within the international tourism industry, having grown at roughly double the rate of international tourism as a whole, the cruise liner business has shown impressive growth in the North American and European markets. For port management purposes, as well as for transport policy, it is essential to be able to forecast accurately cruise passenger arrivals and their variability. In the presence of time-varying variances (or volatility), it is crucial to model such volatility in order to provide sensible forecast intervals in addition to the forecast themselves. Time-varying volatility in port management is important because governments and businesses need to be aware of the uncertainty associated with the number of cruise passenger arrivals and their associated growth. In calculating income elasticities, port taxes and tourist taxes, it is essential to obtain accurate estimates of cruise passenger arrivals and their volatility. Moreover, in an international context in which natural disasters, terrorism, crime and ethnic conflicts, among others, have significant impacts on tourism, it is crucial to assess the persistence of shocks on cruise passenger arrivals for effective crisis management plans, including different forms of co-operation among ports facing similar shocks. Appropriate models are required to enable optimal private and public decision making in designing ports for cruise ships. Daily cruise passenger arrivals data for the three major ports in the Balearic Islands, Spain, namely Palma, Ibiza and Mahon, for the period 1997-2006, as well as for the high cruise season for each island, are analyzed using alternative conditional mean and conditional volatility models in order to provide empirical support for purposes of optimal decision making. Four different types of asymmetries are analyzed according to the positive and negative shocks to daily cruise passenger arrivals, as well as from distinctions between the high and low cruise seasons. The estimates of cruise passenger arrivals and their volatility are generally found to be sensible and to have valid statistical properties. Likelihood ratio tests of the constancy of coefficients in the high and low cruise seasons indicate that the weekly delayed response of cruise passenger arrivals differ significantly spatially across islands and temporally across seasons.

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Keywords

Asymmetric responses to shocks, Conditional volatility models, Cruise passenger arrivals, Efficient port management, High and low tourist seasons, International tourism

Destination economy and Inbound tourism expenditure: The experience of Milan.

Gianfranco Benati

Dipartimento di Economia Politica

Facoltà di Economia

Università Milano-Bicocca

gianfranco.benati@unimib.it

Abstract:

The phenomenon of urbanization is growing in the world year by year, interesting some segments of tourism (business, culture, events, etc.). The paper deals with the experience of the Milan metropolitan area, with the aim of comparability in time and space, and with a synthetic overview of methodological problems and of survey results concerning the evaluation of “territorial value added” that the tourism sector is giving to the economic system of a certain destination, at the local and regional level. The TSA methodology can be the framework to uniform the comparability (value added, economic impacts) among different areas and cities.

An improved knowledge of tourism expenditure at the local level is a particularly interesting element today, as to national tourism under an aggregate form. Surveys carried out by the University of Milano-Bicocca on the Milan area² can be a useful reference to investigate the “visitor” expenditure within the tourism market, estimating the “demand” and economic policy in matters of tourism. “Destination”, with the demand-side approach, presents some problems of analysis and interpretation to measure tourist consumption, as a first contribution of knowledge to the tourism impact. The *regional approach* can refer to the case of “tourist clusters” and “metropolitan areas”. The cluster concept – or tourism industry district - represents an approach to consider the sub-regional level, as striving to enhance local competitiveness within the context of a global economy.

The application of methods and indicators developed by international bodies (UNWTO, EUROSTAT, OECD, etc.) constitutes the basis of data collected. The analysis of information made available by the previous sources is based, for instance, on statistically appropriate methods when studying multivariate and multidimensional data, as can be seen in previous applications.

The content of the paper is an overview of the data collected with an *ad hoc* research in Milan metropolitan area, especially concerning tourism consumption. The relation between personal characteristics and behavioural variables was studied by the nationality and the tourist segments of “business” and “leisure”, the main tourism markets of the city. By that behaviour, the focus is about some local factors, and the related problems, that could be affecting the pattern of tourists coming to Milan and environs, and useful to understand the economic impact on the destination.

The tourism sector provides benefits to the local economic system: but the “destination” as a tourist offer system raises various problems of analysis and interpretation. Some methodological problems are concerning, for example, the concept of “territory” (as a geographic “tourist product”) and the “territorial value added”. And then we need - applying TSA

Recommendations – data collected with a survey, concerning not only the visitor arrival, the accommodations, the consumption, the behaviour, etc. The measure of tourist consumption - by the demand approach - can contribute not only to the knowledge of the economic and social aspects.

² “Aspects of the holiday and business tourism to regional and subregional level”, a survey by G. Benati and G. Tonini, with the support of Italian Government, a co-operation research of some Italian universities.

Besides some national and regional official estimates, in Italy many local surveys have been carried out: they prove to be a useful reference in order to investigate tourism expenditure. Mainly, this way is more intended to analyse the tourist market, and less to estimate the “demand” and to suggest policy interventions in matters of tourism. A good example is the case of the Milan government, with education and training programs and the aim at persuading individuals, families, communities, companies to quickly and meaningfully begin the creation of an urban area with low environmental impact. In other words: a process of activities with the goal of spreading awareness, knowledge and best practices in the areas of energy consumption and environment protection, following the big UN event of “Milan Expo 2015”. The efforts the city of Milan has made to be prepared to host the Expo 2015 are impressive. Milan has proposed an urban development project called “Feeding the Planet, Energy for life” that shows great promise to the international community; and counts on the arrival of more than twenty million visitors.

Now, as a complex and multiform phenomenon, the tourism activities in the region are not only confined to “holiday tourism”, clearly prevailing in Italy, but are also composed of other different segments whose importance varies from one geographical area to another. Following the survey results, “business” and “cultural” tourism predominates in the Milan district. The relation between personal characteristics and behaviour variables was studied by the nationality and the tourist segments. By that behaviour, the focus was on some local factors and the related problems that could be affecting the pattern of tourists coming to Milan and be useful to understand the contributions on the destination system.

The “Expo Milano 2015” will be an extraordinary opportunity for new understanding, and understanding that our planet’s environmental resources must be preserved for our children and our children’s children.

The theme “Feeding the Planet, Energy for Life” stands for responsibility, with a view to build an international cooperation.

Tourism Industry and Economic Development: a Study of Garhwal Region

Ajay Bourai

*Department of Economics
HNB Garhwal University
ajay_bourai@hotmail.com*

Abstract:

Introduction

Garhwal region is in Uttarakhand and is the 27th state of Republic of India. Our area of study has been restricted to 7 districts of Garhwal region. The region is mostly hilly and only 12 percent of it falls in the plains; the state is very rich in natural resources, especially water and woodland owing to the abundance of mountains and glaciers in the region. Geographically in middle of great Himalayan Ranges, the entire region is in a state of transition, characterized by slopes, peaks, valleys and snow clad mountains. Garhwal region is economically backward because of low agricultural productivity and non-availability of industries. Tourism can no longer be concerned solely with the growth in the number of tourist arrivals in a country or in a part of a country. It must be concerned with the effects of these arrivals upon the receiving area and upon the tourists themselves.

Objectives of the study

- (i) Tourism as an industry in regional planning.
- (ii) Employment and further boost to tourism.
- (iii) Changing the scope of tourism which includes eco-tourism, medical tourism, endogenous tourism and adventure tourism.
- (iv) To discuss energy and environment management in the hospitality industry.

Economic significance of the problem

The tourist field of “invisible trade” has been largely unexplored and unstressed in the Garhwal region, although it offers a unique opportunity to the development of its economy by checking the increasing rate of migration and the constant increase in unemployment.

However, the study is based on the hypothesis that the Garhwal region, with its fragile economic system and meager economic resources, has hardly any scope for big manufacturing industries and large scale agricultural production. Further, a constant increase in unemployment and increasing rate of migration are the major problems of the economy of Garhwal region.

It is only through the tourism industry that it is possible to bring the quickest economic gains, and speedy socio-economic transformation of the society and the region as a whole.

Uncontrolled tourism growth could damage Garhwal’s socio-cultural structure, degrade its tangible and intangible cultural and natural heritage, and lead to adverse economic impacts such as high importation costs, and weakening inter-industry linkages. On the other hand, when the industry is properly planned, developed and managed at all levels of government in partnership with the private sector, it will strengthen Garhwal’s socio-cultural structure. It would valorize its tangible and intangible cultural and natural heritage, and lead to positive economic impacts including enhanced employment and income opportunities in rural areas, lower importation costs, and stronger inter-industry linkages.

Positioning tourism as a state priority

To provide effective linkages and close coordination between departments, it is important to constitute a Tourism Advisory Council with key stakeholders to act as a “think tank”, prepare the basis

for the adoption of the Tourism Satellite Account System Plan, and implement a professionally managed integrated communications strategy to be called the 'State Tourism Awareness Campaign'.

Policy: Supporting a transparent and inclusive policy process, promoting fair and open competition, strengthening institutional capacity to implement and enforce policies, drawing international support to augment expertise.

Product Development: Leveraging core strengths, creating new products, focusing on sustainable development to offer products of international quality, creating/enabling investment environment, stimulating demand, promoting partnerships to ensure the flow of funds into the tourism sector.

Marketing: Building a brand, emphasizing quality assurances, providing demand-driven information, competing at a global level, collaborating on international and regional platforms to create a highly visible platform for the state.

Infrastructure: Focusing on the core and linkage infrastructure and investing in strategically focused capacity to support development priorities.

Tourism Service: Building a critical mass of tourism workers, increasing technical skills, augmenting managerial capacity to build a service sector sensitive to tourists and tourism.

Measuring and Analysing Regional Domestic Tourism, Travel Pattern of Domestic Tourists and Characteristics of Tourism Demand in the Republic of Croatia

Andrea Brumnica

Croatian Central Bureau of Statistics

brumnica@dzs.hr

Abstract:

In this paper are described the various methods and surveys used to analyze domestic tourism in the Republic of Croatia. The main characteristics of Croatian tourism are high seasonality of tourist arrivals and tourist overnights. In the observed time period 1997-2008 in the summer season (May to September) the share of tourist nights (domestic and foreign tourists) in total tourist nights ranges from 93.08 % in 1997 to 93.33 % in 2008.

The relevance of domestic tourism in comparison to inbound tourism can be analyzed using the physical indicators number of arrivals and number of nights. In the time period 1997 to 2008 the share of nights spent by domestic tourists in total overnights ranged from 18.53% in 1997 to 11.34 % in 2008 while the share of nights spent by foreign tourists in the same time period ranged from 81.47 % in 1997 to 88.66% in 2008. Average growth rate of the nights spent by domestic tourists in the time period 1997-2008 amounted to 1.8% while growth rate of nights spent by foreign tourist amounted to 8% in the same period. According to the experimental results for Tourism Satellite Account for the Republic of Croatia, the share of domestic tourism consumption in internal tourism consumption amounted to 20.88% in 2004.

The value of the domestic tourism consumption and the inbound tourism consumption for Croatia is compared with some EU member states (Slovenia, Austria, Poland, Ireland, Check Republic and France).

The Republic of Croatia is divided into 21 counties (including the city district of the capital, Zagreb). The most developed tourism regions are the County of Istria, County of Primorje- Gorski Kotar, County of Split-Dalmatia, County of Zadar, County of Šibenik-Knin, County of Dubrovnik - Neretva and City of Zagreb. Of all tourism nights (domestic and foreign) in 2008, 97.75% were realized in these counties. The domestic tourist nights by county in time period 2000-2006 and GPD by county in euro are presented. Spearman's rank correlation coefficients was calculated for GPD per capita in euro by county in 2006 and domestic tourist nights by county. It amounts to 0.50, i.e. there is moderate correlation between GDP per capita and domestic nights by county. The counties with higher GDP per capita in euro are tourism counties.

In order to analyze the travel pattern of domestic tourists travelling within Croatia (the mobility of the inhabitants of the county) and the characteristics of tourism demand, the results from the surveys carried out by the Institute for Tourism (*Travel pattern of Croatian population in 2004*) are used. The matrix of origin of permanent residence and destination for same-day visitors and overnights visitors and other related tables of tourism demand are presented. According to the result of the survey, destination of the same day trips is more often within the circle of the own country, while the destination of the highest number of overnight trips are Dalmatia, Istria, Kvarner and Gorski Kotar. Croats travel more within their own country than abroad (same day visit and overnight visit). The travel habits of Croats are similar to those of Greeks, Spaniards, Italians and Polish who are aiming to holiday at home, according to the results of the European Commission Survey on attitudes of European towards tourism 2009.

The Institute for Tourism carried out also the Survey on attitudes and expenditures of tourists (TOMAS) in the summer 2007. The results of this survey regarding the trip organisation of Croats for their main holiday trip can be compared to the results of how EU citizens organized their main holiday trip in 2008. It can be concluded that a majority of Croats as well as the EU citizens organize their main holiday individually. Regarding the information source when making holiday plans, the primary source for Croats is recommendation of friends and relatives (36,3%) as well for EU citizens who opted for recommendations of friends and colleagues.

The Institute for Tourism also carried out a TOMAS 2006 survey on national parks and parks of nature. The research goal was to collect the data on tourism demand and tourism expenditure in national parks and parks of nature (trip and visit characteristics, satisfaction with the visit, expenditure in the park, socio-economic data and nature-related life-style characteristics. The area frame of the survey were six national parks (Plitvice lakes, Krka, North Velebit, Paklenica, Brijuni and Kornati) and two nature parks (Kopacki Rit and Biokovo) in the time period of June to October 2006. Stratified random sample (stratified by park) was used. The matrix of region of permanent residence of domestic visitors and the destination by parks is available from this survey.

Indicators of the Evolution of Tourism Activity in Castilla-La Mancha*

Águeda Esteban Talaya

University of Castilla-La Mancha
agueda.esteban@uclm.es

José Mondéjar Jiménez

University of Castilla-La Mancha
jose.mondejar@uclm.es

Jaime Rosado Morón

Institute for the Promotion of Tourism of Castilla-La Mancha
jrosado@jccm.es

Abstract:

The best way to do a short-term quantitative analysis of the evolution of the economy is to use econometric and statistical models. The main disadvantage of econometric models is that a large database is needed to estimate the model correctly. On the other hand, analyzing the economic situation using simple indicators is too restrictive. These and other problems can be overcome by using composite indicators. The process of building a composite indicator starts with the selection of the simple indicators. Then, the main information contained in the chosen indicators must be extracted by a filtering process and aggregated correctly. This information is then captured in a single measure: the composite indicator. The current work carries out a comparative analysis of various techniques used to build composite indicators, and builds a quantitative measure for the tourism sector in Castilla-La Mancha.

* This paper is part of one of the documents generated by the Tourism Research System of Castilla-La Mancha (Sistema de Investigación Turística de Castilla-La Mancha, SITdCLM) set up under a collaboration agreement between the University of Castilla-La Mancha and the Joint Communities of Castilla-La Mancha. For more information see: www.turismocastillalamancha.com/investigacion/

Crises and Long-Term Outlooks for Tourism by Autonomous Community

M. Carmen Fernández Cuevas

Instituto de Estadística de Andalucía
mariac.fernandez.cuevas@juntadeandalucia.es

Elena Manzanera Díaz

Instituto de Estadística de Andalucía
elena.manzanera@juntadeandalucia.es

Joaquín Auriolos Martín

Universidad de Málaga
jaurioles@uma.es

Abstract:

During economic crises, there is an intensification of transformation processes, which often leads to the substantial modification of the fundamentals of growth. Some of the most significant changes that tourism has undergone during previous crises have solidified their footing, taking advantage of critical junctures such as the early 1990s and the first years of the current decade. Rural tourism, golf tourism and timeshares grew out of their status as emerging or marginal segments after the crisis of 1993 to become fully consolidated in independent markets. Something similar can be said about low-cost airlines following the crisis of 2001, or about the Internet as an alternative mechanism to the usual channels for tourism promotion or for the emancipation of tourists. Crises, in any case, accelerate transformations and establish new foundations and ceilings for the growth of the sector.

The purpose of this paper is to identify the changes that major economic crises have caused in tourism, at the Spanish national level as well as at the level of each of the country's autonomous communities, from the 1970s to the present. The working hypothesis is that tourism's response to the major crises of the past decades must have been reflected in strong convulsions in its trend. In fact, when analysing the data on the Spanish economy, only one critical moment is observed—in the early 1990s—when the sector's trend reaches negative values. Subsequently, and coinciding with the international crisis of 2001-2002, which was felt with much less intensity in Spain than in the rest of the world, a strong inflection in the trend can be observed, probably as a reflection of the adaptation by Spanish tourism to the changes imposed by the crisis. Naturally, these values vary significantly among autonomous communities.

The analysis makes use of a series of overnight stays in tourism establishments broken down by autonomous community between 1980 and 2008 and corrected for seasonal and cyclical effects. We have exclusively considered the trend, that is to say, the data that shows the strengthening or weakening of the sector over the long term and which can be used as an indicator of the temporal proximity of the exhaustion of the growth model, under the assumption that no changes occur in the operation of the sector.

Conceptualization of Tourism SMEs

David Flores Ruiz

Universidad de Huelva

david.flores@dege.uhu.es

María de la O Barroso González

Universidad de Huelva

barroso@uhu.es

Abstract:

The study of tourism activity competition has traditionally been approached from a macroeconomic perspective, a fact that, according to Bueno (1996), explains the historical shortage of research on the tourism enterprise in general and its competitiveness in particular. Although, as the same author goes on to point out, there is also a series of other reasons behind the absence of a business-strategy approach, notable among which is the doctrinal inconsistency of the few studies that do exist, due fundamentally to an incorrect conception of the tourism enterprise and, consequently, of the tourism sector itself. It may be said that research on the tourism enterprise has historically shown a temporal lag with respect to the assimilation of the most recent theories of Business Economics such as Contingency Theory or the Resource-Based View, both of which are based on a strategic approach.

Furthermore, and corroborating the assertions in the previous paragraph, we can point out that, as noted by Sánchez Pérez and Marín Carrillo (2003), these studies have had relatively more empirical content as opposed to conceptual content, resulting thus in scant methodological sophistication due to the preponderance of descriptive studies. This shortage of theoretical studies is partly due to the difficulty of defining key concepts such as tourism enterprise, tourism sector and tourist, although it is also largely a consequence of tourism being a relatively recent sector for Business Economics.

To address this scarcity in the conceptual delimitation of tourism enterprise, the paper summarized in this abstract discusses the different causes that have led to this insufficient theoretical delimitation of the tourism enterprise as well as the different concepts of tourism enterprise that have been put forward according to the economic approach followed in the studies that have dealt with the subject of the tourism enterprise.

Household surveys in host communities

Patricia V. Giménez

PREDICTA

pgimenezdc@gmail.com

Mauricio A. Grotz

PREDICTA

María Lina Duarte

PREDICTA

Abstract:

Keywords

Sustainability, crisis, tourism, employment.

Introduction

As any economic activity, tourism can generate diverse socio-economic effects in a given region. Impacts caused by this activity may be perceived as positive or negative by the host communities, and how they react can influence the kind of interactions that exist between residents and visitors. In the current context of global economic and financial crisis, tourism activity may be an attractive means to bring dynamism to employment, production and to generate alternatives that tend to mitigate the negative effects derived from that situation. Related to this, two “types” of crises may be identified, which constitute the center of the analysis: on one hand, economics, since the tourism sector possesses flexibility to adapt itself and become an aid to curb the stagnation of development in a region; on the other hand, the immaturity of statistical systems that represents an obstacle in maintaining complete and comparable information, together with increasing costs and scarcity of public resources that may be allocated to them, given the need to attend to more urgent matters (e.g. health, poverty relief, etc.). All of these variables represent a clear need for reliable, objective and updated information, key to decision making at aggregate level, as well as in individual action.

Objectives

One of the most useful tools in assisting local diagnostics of tourism is the measurement of the impacts of the activity in host communities. This abstract seeks to prove the importance of this kind of surveys, using a case study from an experience carried out in the province of Mendoza, Argentina. The potential of household surveys in planning and managing a tourist destination will be developed through the present analysis. In contrast, some emphasis will be put in the weaknesses found during the whole process, aiming to shed light in the political and administrative requisites to be fulfilled in order to thoroughly use the information provided by the survey. This study will also include suggestions to adapt the experience to other contexts, exploiting the flexibility and versatility of the tool, and regarding the collected data. In addition, possible and recommended uses of the survey, from a public policy perspective in tourism management, shall be completed with the approach of private decision making, in strategic business views of relevant stakeholders.

Discussion

The survey under analysis was called “Provincial Survey on Impact of Tourism in Host Communities”, carried out between October and November 2006, consisting of a semi-structured questionnaire applied in households to residents in various districts of Mendoza. Mendoza is a province of the Argentinean Republic, located in the mid-west of the country, right on the natural border with the Republic of Chile, the Andes mountain cord. It has a surface of 148,827 km² and 1,729,660 inhabitants, according to population estimates for 2008. The annual flow of tourists received by this state represents approximately 7% of the total amount of visitors entering Argentina. According to estimates, this number amounts to 5 million people. In order to give dimension to these figures, it's

relevant to evaluate the average per capita expenditure of tourists, which at a national level reaches AR\$78 (approximately US\$ 20,5), whereas in Mendoza it shows a relevant increase (AR\$93, equals US\$ 24,5). Furthermore, this province stands 7th according to accommodation places, and has reached an average of 60% occupancy rate during the past years. The objectives of this survey were: to measure the level of satisfaction the residents have towards tourism, to detect potential conflicts which affect the sustainability of tourism activity in the region, and to document the impact of tourism in host communities. The use of UNWTO-homologated methodologies, such as those identified in the “Guide of Indicators for Sustainable Development of Tourism Destinations”, gives stability and comparability to the attained results. As a complement, it serves as an instrument for decision making for thematic and/or regional authorities, and may even become a stimulating niche for international cooperation. Our paper describes in detail the fundamentals of the survey in question, as well as some significant results and their critical importance when making public and private decisions. In addition, criteria of efficiency are supported in order to maintain continuity of an adequate tourism information system. It is crucial in these topics to educate the population on the utility and power these tools possess, especially for the touristic sector, but also for other relevant stakeholders which are directly related to them (namely environmental NGOs, consumer groups, entrepreneurs, artisans, etc.).

Investing resources on information of this kind necessarily needs economic, political and social justifications. Using systematized statistical information for planning and managing tourist destinations ensures transparency and proper socialization of the data obtained for the whole sector, a circuit that helps base trustworthy and stable relationships throughout time. In other words, in spite of not being a direct influence on the increase or decrease of visitor affluence, it does allow to enhance commercial aspects on location, with the satisfactions of all parts always in mind.

Conclusions

One of the conclusions to which this study arrives is the importance of proper use of statistical data, especially considering the cost of obtaining such information. In order to reach success in this aspect technical teams and qualified professionals are key, and can help achieve relevant compromises from people who make high level decisions, who, in turn, will be the ultimate users of this data. Furthermore, in crisis contexts, it is usual to experience a decrease of resources assigned to public statistics, facing more urgent needs. This phenomenon occurs mostly on developing countries, where systems aren't strong enough, together with a scarce popular value of the information. The use of basic tools in a constant and periodic manner can help maintain at least the hard core of the information needed, without threatening budgetary allocations to other items or interrupting other services. Correctly formulated complementary surveys, such as household expenditure, adapted to the strategic topics on each state, help achieve a high efficiency for every monetary unit spent. At last, whereas it is recommended to implement regional accounts systems following the Tourism Satellite Accounts methodologies, the situations described above often competes with this goal. The temporal stability of tourism surveys, not necessarily expensive ones, makes it easy to maintain information which serves an informed, integral planning, that results in the enhancement of income and productivity on each identified destination.

Open Innovation in Tourism Enterprises of Extremadura as a Tool for Entry into Business Tourism

Rocío González Sánchez

Department of Business Economics (Administration, Management and Organization)

Universidad Rey Juan Carlos (Madrid)

rocio.gonzalez@urjc.es

Abstract:

Adopting the view of Sáez Cala (2006:23), we define the tourism as “an emergent cultural activity and a product of modernity”. Among the characteristics specific to it, we can point out its diverse nature, a complex structure, and an evolutionary dynamism (Pulido Fernández, 2008). It is due to this evolutionary dynamism that innovation plays a fundamental role in the tourism sector (Monfort *et al*, 1996). Innovation has been the origin of transformations in its character, not just general but also structural, a fact that obliges us to analyse these new circumstances from the perspectives of both supply and demand (Medina and González, 2009).

The traditional model of innovation assumes a closed and linear perspective of the generation, development and commercialization of the ideas themselves (De Jong *et al*, 2008). The model of open innovation represents an alternative/complementary path for knowledge management and the proposal of new strategies in the development of projects in different areas. This new framework assumes that “firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology” (Chesbrough, 2006, p. 1). Through open innovation, internal innovation is accelerated on the one hand, and on the other hand, facilitates entry into new markets through the external use of innovation (Chesbrough, 2006; De Jong, Vanhaverbeke, Kalvet and Chesbrough, 2008).

The sources for external ideas for this open model are diverse, ranging from clients, suppliers or partners in a joint venture, to universities or research centres (Laureen and Salter, 2006; Minshall, Seldom and Probert, 2007; Piller and Walcher, 2006). In the tourism sector, it is worth noting the importance of the role that the administration can play in fostering ideas and in providing support in the collaboration process, thus helping to minimize the probability of failure.

Business or meetings tourism is undergoing accelerated growth. This type of tourism includes leisure activities practiced in parallel with business trips. Conventions have shown themselves to be one of the principal markets of the future in the Autonomous Community of Extremadura. Business tourists have a higher average expenditure and longer stays, thus representing enormous potential for those destinations of the Extremadura region that are able to attract such clients.

This paper evaluates the usefulness of the application of open innovation in the processes and decision-making of Extremadura’s tourism enterprises as a tool to facilitate entry into the new market of business, meetings, and incentives tourism. A series of recommendations are set forth, which can serve as support to the tourism business sector in the development of strategies that make it possible to optimize efforts in the new framework of open innovation. In this regard, achieving the proper functioning of open innovation projects would provide an important boost to the firms involved as destinations for meetings and business tourism.

Regional Tourism Conducting the Domestic Tourism Survey for South Africa

Riaan Grobler

Manager: Application of National Accounts

National Accounts Division

Statistics South Africa

riaang@statssa.gov.za

Abstract:

For a considerable time, Statistics South Africa (Stats SA) has provided substantial data on international tourism based on secondary data obtained from the Department of Home Affairs. The information from these data continues to be used by a wide variety of stakeholders to measure and understand international tourism in South Africa. Nevertheless, detailed information about national domestic tourism is limited despite its potential role in economic and social development. As a result, there is a need to collect more detailed information on domestic tourism in order to better understand and measure the contribution of the tourism industry to the national economy. The Domestic Tourism Survey (DTS) is therefore aimed at addressing this need.

The DTS is a large-scale household survey aimed at collecting accurate statistics on the travel behaviour and expenditure of residents of South Africa traveling within and outside the borders of South Africa. Such information is crucial in determining the contribution of tourism to the South African economy as well as helping with planning, marketing, policy formulation and regulation of tourism-related activities. In a DTS survey, a sample of dwelling units is selected throughout the entire country and then interviewed using a questionnaire to collect socio-demographic characteristics, and to identify all household members and their travel characteristics. The sample size was approximately 31 000 dwellings in all the nine provinces of South Africa. The concepts and definitions employed in the DTS are consistent with the recommendations on tourism statistics provided by the United Nations World Tourism Organisation.

Objective of the DTS

The key objective of the DTS is to understand the travel behaviour of an average South African resident. Hence this entails collecting information on:

- Foreign and domestic trips undertaken;
- Day and overnight trips undertaken;
- Trips by respondents and trips by other household members without the respondent accompanying them;
- Profile of the most recent day/overnight domestic trips, overnight foreign trips both by the respondent and other household members (destinations, trip length, purpose of visit, accommodation, transport, activities, trip expenditure, etc.);
- Socio-demographics;

The sample is designed to be representative at the provincial level and within provinces at the metro/non-metro level. Within the metros, the sample is further distributed by geography type. The four geography types are: urban formal, urban informal, farms and tribal. This implies, for example, that within a metropolitan area the sample is representative at the different geography types that may exist within that metro. The sampling weights for the data collected from the sampled households are constructed so that the responses can be properly expanded to represent the entire civilian population of South Africa.

Before the questionnaire was finalised, a meeting was held with stakeholders, notably those from the National Accounts within Statistics South Africa, South African Tourism and the Department of

Environmental Affairs and Tourism (about three months before the data collection). During the stakeholder meeting, a number of issues related to the questionnaire were discussed based on comments from the external consultant for the pilot survey.

Many valuable lessons were learned from the first DTS and these will be discussed in more detail in the final paper.

Timeshare: A New Approach to Tourism SMEs?

Pilar Iñiguez Ortega

PhD Assistant Professor

Department of Mercantile and Procedural Law

Universidad de Alicante

pilar.i@ua.es

Abstract:

The phenomenon of tourism as an activity consisting of travelling to visit places of interest for leisure purposes, which has been so much in vogue in the past decades and is of such importance for our country (Spain), has given rise to the emergence of new kinds of contractual modalities and at the same time a large and complicated body of legislation aimed at ensuring the proper functioning of the sector by regulating entrepreneurs who professionally operate in it and seeing to the satisfactory provision of services to individuals that engage them.

In using the term the term “*aprovechamiento por turno de inmuebles turísticos*”, meaning “use by turn of tourism properties” (tourism SMEs), Spanish law refers to a hybrid concept between property law and credit law. In practice and from a socio-economic perspective, potential *pro tempore* users have shown a certain pernicious proclivity towards entering into contracts of this nature, perhaps due to their desire to be able to label themselves as owners, at least for a certain number of days, of “luxurious mansions” in dream locations, a situation that has caused frustrations and regrets on not a few occasions.

All of this has prompted the reasonable response on the part of public authorities to enact resolutions that clearly fall within the ambit of the recent branch of Spanish Law called Consumer Law, with the objective of providing consumers with clear protection. In our legislation, Law 42/1998 of 15 December on the rights of use by turn of real property for tourism use and taxation rules—having undergone various modifications such as those effected by Law 14/2000 of 28 December and by Law 39/2002 of 28 October—has become part of the Community acquis under Directive 94/47/EC of the Parliament and the Council, which came to regulate, for the first time, this commercial practice within the territory of the European Union, establishing several minimum protection criteria, and which has been modified recently.

Many transactions carried out under the aforementioned body of legislation have been crafted to skirt the rules in a deliberate manner, as reflected in the European Commission Consultation Paper on the subject of our study, with the most frequent complaints by consumers against these tourism SMEs having to do with timeshare-like products analogous to shared accommodation, holiday discount clubs, contracts linked to use-by-turn products or the like where a points system is used within a holiday club, and cash-backs attached to timeshare contracts whereby upon purchase the consumer also deposits a large sum of money on the promise of being repaid in a few years with interest. However, if this money is not invested in reputable entities, it would disappear.

Delving into the context of the aforementioned Law, this paper will centre on various differentiated parts:

- Firstly, it will discuss the scope of application of the Directive, its reform in 2008 (2008/122/EC), and the Law on timeshare currently in force, and will analyse the new contractual schemes and their relation to the new tourism SMEs;
- Secondly, it will analyse resale agreements and documented exchange clauses—often in an independent contract—guaranteeing the buyer an option to place his purchase on the market to exchange it for another right-of-use anywhere in the world. It will show that,

despite having been offered as an essential element of the deal which greatly influenced the decision of the buyer, that truth is that this option was unlikely to be realized due to a lack of a real underlying guarantee, and naturally, the tourism SMEs would escape all liability.

Analysis of Barriers to the Purchase of Tourism Services via the Internet: Implications for Sales Management in the Sector

Alicia Izquierdo-Yusta

*Universidad de Burgos
Marketing and Market Research Area
Faculty of Economics
aliciaiz@ubu.es*

María Pilar Martínez-Ruiz

*Universidad de Castilla-la Mancha
Marketing and Market Research Area
Faculty of Social Sciences.
mariapilar.martinez@uclm.es*

Ana Isabel Jiménez-Zarco

*Universitat Oberta de Catalunya
Economics and Business Studies
ajimenez@uoc.edu*

Abstract:

This paper analyses both the barriers that limit the use of the Internet as a purchasing channel from the perspective of end-consumers, and the strategies that businesses should implement to market their products through the Internet in order to optimize the purchase intention of consumers. Following this objective, a study was carried out of a panel of Internet users at the national level who have booked an overnight stay in a hotel through traditional channels (travel agencies and telephone reservation), using the Internet to find information. The choice for this sector was based on its importance in terms of its contribution to GDP and its employment generation in the Spanish economy. The results obtained—applicable to any other sector—show that the intention of using the Internet as a future purchasing channel is determined by the social pressure surrounding the individual, the level of trust vis-à-vis the website, and the effect of perceived utility.

Keywords

e-commerce; purcha

Trade in Tourism Services Explaining tourism trade and the impact of the GATS on the gains from trade

Camilla Jensen

*Dept. of Economics
Kadir Has University
jensen@khas.edu.tr*

Jie Zhang

*Centre for Regional and Tourism Research
jie@crt.dk*

Abstract:

The objective of the research is twofold. Firstly, to test a model explaining tourism trade derived from a model of monopolistic competition in international trade. Secondly, to estimate the impact that liberalisation in services under the GATS has on tourism receipts.

A standard model of monopolistic competition with international trade is adapted to analyse absolute and comparative advantage in a cross-country perspective. Testing the model using a dynamic panel approach confirms the relevance of supply side factors such as price competitiveness of the destination, tourism infrastructure and the provision of safety. Model tests also confirm the relevance of other conventional explanatory factors of trade in services such as GDP and Internet usage.

A secondary objective is to discuss and analyse the welfare gains from trade under the GATS. The revenue (receipt) effect is decomposed into a volume (arrival) and price effect. Results suggest that liberalisers under the GATS gained especially from a volume effect with higher average growth rates in the number of arrivals. Similarly, there is found to be a significant difference on the average price per tourist from being a liberaliser or non-liberaliser.

Keywords

Trade in services, tourism, GATS, liberalisation of trade in services JEL Codes: F12, F13, F14, L83

How to Measure Domestic Tourism in Indonesia

Adi Lumaksono

Statistics of Finance, ICT and Tourism

Statistics Indonesia

adi@bps.go.id

Abstract:

Background

Domestic tourism has been playing an important role in the Indonesia economy. From the Tourism Satellite Account (TSA) for Indonesia 2008, it can be figured out that domestic tourist consumption gave the biggest contribution to the Indonesia economy in terms of tourism from the demand side point of view. As the third biggest population in the world, population size is considered as a driving factor in domestic area.

Concept/Definition

A domestic tourist is defined as an Indonesia resident who travels voluntarily within Indonesian territory *outside his/her usual environment*, less than 6 (*six*) months and his/her purpose of travel is not for studying or working (earning wages and salaries) in the place visited.

The criteria of 'outside the usual environment' are not only based on the distance of the trip but also on the places visited. These criteria are:

- 1) travel to commercial tourism objects, or
- 2) stay in hotel or commercial accommodation, or
- 3) the distance of the round trip is equal or more than 100 kilometers.

Less than six months length of stay is considered to define a domestic tourist and it is consistent with the definition of "resident" used in the population concept in Indonesia.

Methodology

The domestic tourism data is obtained from the domestic tourist survey (household approach). The purpose of this survey is to estimate the number of domestic tourists, their average expenditure/consumption pattern, and length of stay. The survey was held by Statistics-Indonesia (BPS) in line with the National Socio-Economic Survey.

National Socio-Economic Survey (SUSENAS) was held every year. The scope of the survey is divided into two parts, i.e the CORE questionnaire (annually) and the MODULE questionnaire (every three years for each module). One sort of module is the trip module. The core questionnaire basically presents the social economic indicator in Indonesia. In this questionnaire, we can also get the number of domestic tourists for reference time. Meanwhile, the trip module questionnaire presents information about domestic tourists in detail, such as origin destination, the average expenditure/consumption pattern, and length of stay. The latest survey for domestic tourism that carried out in line with SUSENAS was in 2002. Due to the budget constraint, the domestic survey could not be done every three years after. The latest domestic tourist survey was held in 2008, but not in line with SUSENAS. The following part is the methodology for the latest survey.

1. Core questionnaire:

The national social-economic survey 2007 was carried out in all provinces in Indonesia with a sample size of 285,904 households. The sample was large enough to represent district/municipality level estimates.

For the 2007 SUSENAS, three kinds of sampling frame were used, i.e; a sample frame for selecting enumeration areas called a census block, a sample frame for selecting a sub-census block, and a sample frame for selecting households.

Sampling Design

The procedure for selecting a sample of 2007 SUSENAS for a certain reGENCY/municipality is as follows:

- First Stage: a number of census blocks were selected systematically from the master sampling frame of census blocks using Probability Proportional to Size (PPS). The size was the number of households resulting from the 2003 pre-election data collection.
- Second Stage: 16 households were selected systematically in each selected census block.

Data Collection Method

The collection of data from selected households was carried out by interview approach. For the questions that corresponded to the individual in the household, an effort was made to incite the individual to answer the question (as a respondent).

2. Domestic Tourist Survey (Trip Module)

The Sampling frame that was used to collect the 2007/2008 domestic tourist is the district/municipality sampling frame that was equipped with the information of number of households that do the trip. The information of number of trip household is obtained from the result of census block elected in SUSENAS CORE 2007. A household is defined as a trip household if at least one of household members traveled voluntarily (see part B).

Sampling Design

The selection of trip household sample 2008 was carried out as follows:

- a. From district/municipality sampling frame, it was chosen as much as 71 out of 472 district/municipality using the PPS method with the size of number of trip household.
- b. All block census in district/municipality selected was a census block sample in domestic tourist survey. Therefore, the census block selected was a sub sample of census block in CORE SUSENAS 2007. All trip households in the census block selected then became a sample of the domestic tourist survey in 2008. The number of household sample was about 10,694 households.

Data Collection Method

The collection of data from selected households was carried out by the interview approach. For the questions that corresponded to individual in the household, an effort was made to incite the individual to answer the question (as a respondent). The respondents are members of household who have finished their trip as domestic tourists. The questions in this survey include provinces visited during their trip and percentage of expenditure in each province.

Estimation Method

As domestic tourist survey was a sub sample of Core SUSENAS 2007, the estimation method used in this survey had to consider the result of SUSENAS 2007 estimation. The formula is as follows:

$$\hat{Y}_{wisnus} = \frac{\hat{Y}_{SSN07}}{n_{kab} \sum_{i=1}^{n_{kab}} y_i}$$

Where \hat{Y}_{wisnus} : number of domestic tourists estimate

\hat{Y}_{SSN07} : number of population who did the trip from SUSENAS 2007

n_{kab} : number of municipality selected as a sample of domestic tourist survey 2008

y_i : member of household selected in domestic to

Factors Determining the Innovative Capacity of the Spanish Hotel Sector, Using the Approach of the Strategic Management Process

Antonio Manuel Martínez López

GEIDETUR (Innovation and Development Strategies in the Tourism Enterprise)

Professor Dr. of the Department of Management and Marketing

Faculty of Business Sciences

University of Huelva

manu.martinez@dem.uhu.es

Alfonso Vargas Sánchez

GEIDETUR (Innovation and Development Strategies in the Tourism Enterprise)

Professor Dr. of the Department of Management and Marketing

Faculty of Business Sciences

University of Huelva

vargas@uhu.es

Abstract:

The research presented in study concerns the relationships existing between, on the one hand, the factors determining the Strategic Management Process in the hotel companies operating in Spain and, on the other, their capacity for Innovation. There is also an analysis of the influence of innovation on the competitive advantage and organizational results of these companies.

As a starting point in this study, successive theoretical and empirical objectives are proposed, as milestones to be reached as the work of investigation advances. The main objectives, both theoretical as practical, that have been considered are the following:

- 1). To understand in depth the theoretical framework in which the strategic management of the innovation process is situated.
- 2). To set out the various theories proposed to explain innovation in the services sector, and more specifically in the tourist sector.
- 3). To develop a model that shows the relationship between the factors that comprise the strategic management process, and the degree of innovation achieved in the Spanish hotels sector.
- 4). To determine to what extent each of the determining factors identified in the strategic management process influence the capacity for innovation. A model will be established to test this influence empirically. Then this model will be used to articulate the nature of the relationship between each of the factors that comprise the strategic management process and their impact on the degree of innovation achieved.
- 5). As a last stage, to determine the strategic importance of the resulting model for the degree of innovation as the generator of sustainable competitive advantages and positive financial results for the companies studied.

In summary, this study of the factors determining the capacity for innovation of the Spanish hotel sector puts forward a series of objectives to be met, corresponding to each of the different phases of the model of the Strategic Management of Innovation. Its underlying assumption is that the decisions taken by the tourist hotel managers in respect of innovation depend on certain factors that are incorporated in this model.

The theoretical positioning to be adopted in this research is integrated, within the discipline of Strategic Management, in the approach based on the resources and capacities of the organisations under study. Starting from this premise, innovation is emphasized as a key strategic capacity, and the management of innovation is taken to be a fundamental element for the development of dynamic capacities that would enable a company to secure competitive advantages.

Overall, this study aims to provide a series of both theoretical and practical contributions to the field. On the theoretical side, the novelty lies in presenting the connections between the factors that determine the strategic management process and their impact on the capacity for innovation; although these have obvious points of contact, they have not, to date, not been subjected to integrative study, according to a review of the specialist literature. For this, the theoretical approach based on the company's Resources and Capabilities is a relevant and suitable theoretical framework for understanding these points of connection. Empirically, the analysis of the strategic interrelationships between certain factors of the Strategic Management Model and the degree of innovation, and their impact on the enterprise results, will help to emphasize the importance of managing innovation as a strategy in itself, and to introduce them into the model of strategic thinking of the hotel chains operating in our country. It is thus an attempt to promote the idea that managing innovation in the correct way helps companies to generate competitive advantages and increase business profitability.

An Econometric Analysis of the Spanish Interregional Trade of Tourism According to Type of Journey

Tamara de la Mata.

*Researcher at the Economic Analysis Department and the L.R. Klein Institute/CEPREDE
Universidad Autónoma de Madrid
tamara.delamata@uam.es*

Carlos Llano

*Economic Analysis Department and the L.R. Klein Institute/CEPREDE
Universidad Autónoma de Madrid
carlos.llano@uam.es*

Abstract:

The gravity equation has been extensively used for modelling all kind of interactions in the space. There are multiple applications in the fields of trade, transportation or immigration. The gravity model has also been used in the field of tourism to analyse the causes determining the intensity and direction of flows. A common element of all these works is their focus on the international flows without paying attention to domestic trips. The variable of analysis commonly used in these works is the displacement of tourists rather than the trade flows measured in monetary units. The treatment of the intraregional trade flows is usually omitted too.

In this article we develop an econometric analysis of the intra and interregional trade flows of the Tourist sector in Spain for the 2001 by means of several specifications of the gravity model. For this purpose, we use two alternative databases estimated by the authors in a previous job containing the monetary flows derived from the domestic tourism for 2001 and based on the most solid data available on the production of the tourist sector, and two additional alternative sources on interregional overnight stays (Familitur and Movilia surveys). The results obtained show the existence of an important border effect in favour of the intraregional trade of tourism, primarily derived from the significant weight of the restoration activity and its marked intraregional nature. Furthermore, the results serve to verify a minor elasticity of the trade flows of tourism in relation to distance, when compared to the results obtained for other services and goods. We have also obtained large positive elasticities for the internal tourist flows and the income, which coincide with the results obtained in other works focused on international tourist flows. Finally, we have been able to identify some related variables linked to the socio-economic and the geographic characteristics of the regions that play an important role as attractor factors for domestic tourists.

Key words

Interregional trade; Interior tourism; Gravity models, border effect

JEL CODE

C21- Cross-Country Running Sectional Models; Spatial Models; Treatment Effect Models; Quantile Regressions, R12 - Size and Spatial Distributions of Regional Economic Activity; Interregional Trade; M L8 - Industry Studies: Services; L83 - Sports; Gambling; Recreation; Tourism

Is rural tourism a development option in Chilapa de Álvarez, Mexico?

Eréndira Miranda Núñez

*Sección de Estudios de Posgrado e Investigación, Escuela Superior de Turismo
Instituto Politécnico Nacional, México.
erendira_miranda@hotmail.com*

Hazael Cerón Monroy

*Sección de Estudios de Posgrado e Investigación, Escuela Superior de Turismo
Instituto Politécnico Nacional, México.
hceron@ipn.mx*

Abstract:

Although rural tourism is not a new topic, there is not a clear definition about it. Some authors define it as the entire tourist activities that can be developed in rural areas and that are interesting for urban residents due to their different lifestyle in the cities (Barrera, 1998). Other authors have said that rural tourism should be used when rural culture is a very important part of the tourist product offered (Cabrini, 2002). It is of crucial importance to avoid confusing rural tourism with ecotourism; they are not the same. One of the fundamental differences is that whereas rural tourism is practiced on private land; ecotourism can only be practiced on protected areas, provided by the state (Boullón, 2008). On the other hand, ecotourism activities are reduced to the interpretation of the ecosystem and rural tourism includes a group of activities that allows tourists to appreciate the rural world's special features, heritage traditional societies and traditional practices.

Because there is not a definition by general consent, this study will consider what an OECD³ document (1994) established for rural tourism. This document establishes that rural tourism is located in rural areas, that rural tourism activities should allow tourist to appreciate the rural world's characteristics, to be in touch with the natural world and the heritage practices of traditional societies. These kinds of activities must be offered by small scale enterprises controlled and developed locally. Rural tourism must be sustainable, in the sense that its development should help sustain the rural character of an area, and in the sense that tourism should be seen as an income generating activity, always taking care of conservation and sustainability of the environment.

Considering the characteristics specified above, the Chilapa de Álvarez municipally has an enormous potential for developing rural tourism. Chilapa de Álvarez is located in Guerrero, a state in the south of Mexico. Chilapa belongs at the central zone of the state, which is a mountainous zone with small valleys. In high zones, it is possible to find Holm oak and pine forests. In the north zones dominates a deciduous jungle ecosystem. Chilapa has a large variety of wildlife. The seat of the municipal government is Chilapa de Álvarez, a small village near Chilpancingo, the state's capital, at 45 minutes by bus. It has warm weather with an annual average temperature of 77° F (25° C). Chilapa's main population is indigenous, whose main activity is agriculture. The local economy is divided as:

- Primary sector 44.99%
- Secondary sector 25.14%
- Service sector 27.78% (INEGI⁴, 2000)

Some of the potential tourist attractions are:

- Its majestic cathedral, which dates from the XVI century. This cathedral is the third in size in Mexico.

³ Organization for Economic Co-Operation and Development

⁴ Instituto Nacional de Geografía y Estadística

- Its Sunday street market, which is the most important indigenous *tianguis*⁵ in the state.
- Two kilometers north of Chilapa village there are cave painting of Olmec origin.
- Chilapa village is the handicraft center of the zone.
- Chilapa's gastronomy is very rich thanks to its native origin mixed with Spanish influence.
- The Chilapa region holds the Juan N. Álvarez National Park.
- Chilapa has a very rich heritage of festivities, folklore dance and traditional practices.
- Chilapa is also one of the poorest territories in Mexico. It is well known that in Mexico and in Latin-America most of the indigenous communities has been relegated for centuries.

For these reasons, rural tourism is thought of as an option of development for the zone. However, it is necessary to make an analysis based on census and statistical data taken from the INEGI⁶, PRECESAM⁷ and SECTUR⁸ data bases. These data will allow us to measure the tourism impact at the economic and social level in the area and we will have the possibility to decide if rural tourism is the correct option to become an income generating activity for the zone. The obtained results will be decisive for proposing that Chilapa de Álvarez must adopt rural tourism as a development strategy.

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⁵ From Nahuatl *tianquiztli*. Market. (Montemayor, 2007)

⁶ Instituto Nacional de Estadística Geografía e Informática

⁷ Programa de Estudios del Cambio Económico y la Sustentabilidad del Agro Mexicano, El Colegio de México.

⁸ Secretaria de Turismo.

Innovation and Upgrading in Andalusian Tourism SMEs

P. Moreno Pacheco

Department of Applied Economics I
University of Seville
pilarmoreno@us.es

P. Tejada González

Department of Applied Economics I
University of Seville
ptejada@us.es

J.A. Martínez Román

Department of Applied Economics I
University of Seville
jamroman@us.es

M.J. Rodríguez Gutiérrez

Department of Applied Economics I
University of Seville
mjrodri@us.es

Abstract:

Tourism is currently one of the most internationalized sectors of the world economy. According to the World Tourism Organization (UNWTO), international tourism constitutes one of the principal export generators in the world, and is one of the sectors with the fastest growth in terms of foreign currency receipts. This dynamic has led to tourism becoming a key motor of socio-economic progress today. According to the same source, international tourism arrivals amounted to 922 million in 2008 and in monetary terms, international tourism generated receipts of approximately 944 billion dollars (642 billion euros).

The Spanish autonomous region (comunidad autónoma) of Andalusia is an important tourism destination at the international level. In terms of foreign inbound tourism, Andalusia is equivalent to countries such as Thailand or all of Oceania, and is over twice as big as other highly regarded destinations such as Cuba, the Dominican Republic or Argentina (AurIoles *et al*, 2001). During 2008, according to estimates provided by the Andalusian Tourism Situation Survey (ECTA), Andalusia received 25.1 million tourists. These tourists generated receipts amounting to 17.083 billion euros (Consejería de Turismo, Comercio y Deporte, 2009). This makes tourism the biggest industry of the Andalusian economy, accounting for approximately 12.5% of its regional domestic product in 2007 (Exceltur, 2009).

The tourism sector plays a determining role in employment generation in the Andalusian Autonomous Community as it includes highly labour-intensive activities. A total of 424,806 persons were employed in the tourism industry in Andalusia during 2008, representing 13.5% of employed workers in the Community (Consejería de Turismo, Comercio y Deporte, 2009). To this we have to add the greater dynamism that the tourism industry has been showing over the past several years in terms of creating employment compared to other branches of the service sector, which has increased the relative weight of the tourism sector in the Andalusian service sector as a whole, growing from 18.5% in 2004 to 19.5% in 2008.

Major transformations are taking place in the tourism sector at the worldwide level, and so, its actors are increasingly working with strategies that are global in scope. One of the consequences deriving from this process of globalization in the tourism sector is the formation of Global Value Chains (GVCs).

The future of many small and medium-sized enterprises (SMEs) of this sector will depend on their insertion and positioning in these value chains, as this will be essential for the added value they can capture. In this paper, the objective is to study, among other aspects, how innovation and the different upgrading strategies implemented by the SMEs of Andalusian tourism affect the way in which they carry out their insertion in GVCs and their subsequent positioning in them.

The New Legal Framework for Tourism Intermediation E-Businesses

Carmen Pastor Sempere

University of Alicante

carmen.pastor@ua.es

Abstract:

In today's Information Society, the "network of networks"—the Internet—has proven to be a revolutionary instrument for the future of the tourism sector, especially in the area of distribution and sales, and in everything that surrounds it: the search for information, and the combination, booking and purchase of tourism services. The new information and communication technologies (ICTs) have contributed decisively to the massive growth of tourism and to the increased value of supply and demand.

The figures speak for themselves: 64% of Spaniards are travelling more since the advent of online agencies and, among those who continue to travel with the same frequency, 72% claim to do so at better prices, according to a study conducted by MuchoViaje.com. This year, with the crisis, only 19% of Spaniards did not travel during the summer, thanks to the use of the Internet and other strategies such as cost-cutting or last-minute booking. This makes tourism one of the most important sectors for the Internet, the sector that moves the most money. It encompasses airlines, cruises, car rentals, hotels and travel agencies: these are products that are well-suited for commercialization through the Internet as a new channel for the distribution of these products. It enables users to purchase airline tickets or rent a car without having to leave their home, not to mention the fact that there are more and more portals that offer greater added value than the staff of a brick-and-mortar agency. Technically, this can be described as the extension of business-to-business (B2B)— which companies have been making use of for some years now— to business-to-consumer (B2C), allowing the final consumers themselves to acquire their tickets.

The legal framework that makes it possible to carry out these electronic transactions in Spain consists of Law 34/2002 of 11 June on Services of the Information Society and Electronic Commerce, which gave rise to a series of obligations on the part of those enterprises (referred to in this Law as service providers of the information society) that render services through telecommunication networks, which naturally include those belonging to the tourism sector. This Law was redrafted through Law 56/2007 of 28 December on Measures to Promote the Information Society. This complex legal framework is completed by the Royal Law Decree 1/2007 of 16 November (BOE issue 287 of 30 November 2007), which approved the Consolidated Draft of the General Law for the Protection of Consumers and Users and other complementary laws. Among the rules included in Chapter II, Title I of Book IV of the Consolidated Draft are those concerning travel packages, as these constitute the transposition of the Community Directive that is part of the Community *acquis* on consumer protection, establishing a specific legal framework for entering into contracts with consumers that are not affected by state-level sectoral regulations on tourism.

Social Networks as a Source for the Measurement of Trends in the Tourism Sector. Opinion, Evaluation, Interpretation and Trends Concerning Tourist Behaviour

Antonio Rodríguez Ruibal

UDIMA – Universidad a Distancia de Madrid

antonio.rodriguez@udima.es

Abstract:

The use and application of new technologies in the decision-making of *consumers* is something common and relatively frequent. Thanks to the Internet, consumers have more and more information regarding where and when they want to travel and how much it will cost them. This free information is often sponsored by enterprises that wish to attract tourists to their hotel, destination, restaurant or any other of a long list of establishments.

Few enterprises conduct effective monitoring of this consumption that is initiated and finalized through the same channel: the INTERNET. There are different satisfaction surveys that are of internal interest to the tourism enterprises themselves and that do not provide added value to this information distribution channel. It is a mistake to think that the opinion of consumers is only useful for the enterprise and not for the surrounding context or for such a weakened sector as is Tourism. Enterprises must know how to answer questions such as: *What have I done poorly? How can I avoid doing so?* Or inversely, they must publicize the answers to: *What have I done well? How can I showcase this fact?* These are some of the questions that can be measured through social networks.

One of the most successful social networks on the Internet is Facebook. But what can this social network contribute to a tourism enterprise? And what about to the tourism sector? The answer is easy: opinion, evaluation, interpretation and current trends regarding what consumers are looking for. Is this real? Yes, as in the case of Facebook, or leading websites such as Venere.com or Tripadvisor.com, where consumers can give their opinion thanks to Web 2.0 technologies, their input not only says what they did not like, but also what they would like to find.

Not only this, but social networks and the Web 2.0 concept gives tourism enterprises and tourism destinations a perfect channel for their communication and online marketing campaigns, offering exclusive benefits for their clients or simply to everyone who has “friended” the enterprise or the destination.

By studying various real examples of the above-mentioned social networks and websites, a complete study will be carried out on the benefits (and drawbacks) that social networks have for the Spanish tourism sector.

Challenges and Opportunities of Open Innovation and Open Business Models in Tourism

Francesco D. Sandulli

Complutense University of Madrid
sandulli@ccee.ucm.es

Abstract:

Firms and industries tossed by the winds of the financial crisis supposed that the adoption of Open Innovation and Open Business Models was a magic cure-all solution for shrinking demand and margins, increased competition or shortage of financial funds. Tourism has not been an exception to this credence and firms and institutions engaged into alliances, networks or clusters where knowledge and other resources were shared in the name of common value creation. However, there are special factors in the tourism industry that firms must take into consideration when considering the adoption of a more open business model.

The main goal of this paper is to build upon both Open Innovation and Tourism Innovation literature a model of open innovation suited for the tourism industry. We further define and illustrate with examples from all around the world of how industry factors such as high employee turnover, low skills, low protection and high risk aversion define the potential and the limits of Open Innovation and Open Business Models in the industry, with a special focus on the coopetition game that takes place at the regional level. The analysis of different business cases at the regional level shows that open innovation initiatives in the tourism industry are usually a response to a crisis or external threat. Success of these initiatives is associated to the transfer of explicit knowledge and the presence of a strong player that takes the risk of innovating. The empirical analysis also reveals that the adoption of a strategic focus on innovation, the development of a strong social capital at the regional level, and geographic concentration play also a primary role in the good end of these initiatives.

Innovation in the Tourism Enterprise: Scientific Corpus of Tourism Studies. Tourism Routes and Circuits and the New Tourism Economy

António dos Santos Queirós

Professor. Researcher: Aveiro University

Economics, Management and Industrial Engineering Department

antonio.queiros@iol.pt

“The ultimate aim of Science is, therefore, the formation of an orderly framework that explains natural phenomena—phenomena of the physical world and of the human, individual and social world.” (p. 101, Bento de Jesus Caraça, Conceitos Fundamentais da Matemática.)

Abstract:

Summary

The scientific *corpus* of tourism studies. A new tourism paradigm: the origin and evolution of the concepts of *route* and *circuit* and their critical analysis in the context of cultural tourism and nature tourism (environmental tourism) and economics and management.

Keywords

New scientific paradigm for tourism studies and for the tourism economy: primary, secondary and tertiary sector. The tourism industry. Concepts of route and circuit. Ecology and metaphysics of landscape.

Introduction

The tourism industry and the tourism economy, fully structured with a primary, secondary and tertiary sector, and not just as a list of services and products—this is the innovative and controversial perspective of this research effort which, from its conceptual theses to the demonstration of the problem, does not cease to be questioned. We want to open a debate on the concepts of route and circuit: the “Rosetta Stone” of the question.

The concepts of tourism route and circuit are used arbitrarily, without a rigorous conceptual delimitation. The result of this lack of definition is, generally, confusion and economic inefficiency.

We will also analyse the universal question, the scientific corpus of tourism studies, from the perspective of a national travel tradition, an interpretation of the humanized landscape and use of heritage, which is often a leading indicator with respect to the arrival of European modernity. All of these are necessary to investigate, discover and integrate into the tourism supply built up throughout scientific, literary and artistic history, and which makes it possible to establish a brand identifying Portugal as a tourism destination (as in the case of Spain or France).

Context of the problem

Throughout the Mediterranean basin, the tourism industry is faced with the spectre of the crisis of the “sun and sand” model. Over the past years, optimism gave rise to a debate on complementary elements or even alternatives to this model, with the construction of a new paradigm associated with cultural and nature tourism and the diversification of tourism in the rural milieu, as a sort of matrix for the redemption of Tourism. These designations (cultural and nature tourism) proliferated without following a conceptual definition with scientific value and without being technically evaluated by tourism economics. What is cultural and nature tourism? And what scientific and economic norms must be observed by its Routes and Circuits, which also proliferate without any defined norms of delimitation? In this context, what is the effectiveness of traditional guides, packages and intermediary agents? Is there a need to include new products or even new values in the categories of accommodation, restaurants, merchandising, event organization, transport and mediation? And lastly, what is the historical, scientific, literary and artistic evaluation of our tradition of travel, of landscape interpretation and the use of their heritage, of our tourism identity in the Iberian and European contexts?

We always face the same problem: how to increase the length of stay of travellers, transforming same-day visitors into tourists and, among tourists, how to increase the level of quality consumption and the degree of satisfaction that leads to informal promotion and return visits. Consequently, this would lead to increased productivity attributed to the “tourism industry” as well as increased sustainable development and social productivity, functioning as a hub of other industries, economic activities and services, and a true driving force of sustainable development projects.

Where is the industry going, led by the iron hand of the market, as seen from both sides—supply and demand—with the creation of the information and knowledge society, of a new middle class that is educated and cultured, of a computer-literate youth and a growing segment of tourists who are arriving sooner to the middle age of retirement and are also gaining for themselves a new mobility at the scale of the Iberian, European and international market, which is becoming broader and also closer at the same time, thanks above all to the increase in air transport and “low-cost” flights, the improvement of roads and the diffusion of information and communication technologies? Has tourism not already constructed its first scientific corpus?

Objectives

We wish to demonstrate, on a scientific basis, the following theses: Tourism today constitutes an independent scientific sector, with a conceptual corpus that is yet modestly development but already has its own identity distinct from other scientific domains. In this paper, we will set forth and demonstrate some of its fundamental concepts in the area of *Innovation in the Tourism Enterprise*.

Factors Hampering Innovation Activities in Hotel Sector Enterprises and their Relation to Tourism Destination Management

Gloria Sofía Zarruk Gómez

Doctoral Candidate, Management and Administration of Industrial Projects

Universidad Politecnica de Valencia –

Instituto de Gestión de la Innovación y del Conocimiento INGENIO CSIC-UPV

gzarruk@gmail.com / glozargo@posgrado.upv.es

Fernando Jiménez Sáez

Pablo D'Este Cukierman

Abstract:

As a result of globalization, businesses are facing a new era characterized by rapid changes and a demand for steep learning curves in all economic activities. The competitiveness of businesses is affected by this new global environment, but also by competition and consumer demand, among other factors.

As in other productive sectors, innovation in enterprises of the hotel sector is considered to be of great importance in order to face competition and to meet the challenges posed by the emergence of new tourism destinations and changes in demand. Innovation in products, services, the market, and work processes is recognized as a key factor for the survival and success of businesses, regardless of the economic activity they carry out. Hotels cannot remain oblivious to the economic changes and increased competitiveness imposed by a global economic environment.

Despite recent interest in innovation in service enterprises, there is very little literature and few studies on innovation in tourism. Nevertheless, the nature of the hotel business means that innovation processes or the results of the products of innovation are very specific to it. Likewise, learning about the factors that hamper innovation activities in hotel enterprises will make it possible to define strategies to reduce these obstacles, and thus achieve higher levels of competitiveness.

Innovation is a complex technological, sociological and economic process that entails a series of interactions both within the enterprise as well as between the enterprise and its economic, technical, competitive and social environment. There exists a set of diverse factors that are closely interrelated and which must work together to create and strengthen the type of environment that facilitates the success of innovation processes in enterprises.

There is a large proportion of businesses that fail to introduce new products on the market, or that are simply indifferent to innovation activities. Two types of obstacles to innovation processes are worth mentioning: “revealed barriers”, which are mainly experienced by businesses that are carrying out innovation activities, and “entry barriers”, which are those obstacles perceived by non-innovative enterprises in initiating their innovation activities (D'Este, et al 2008).

According to the Oslo Manual, these obstacles can consist of economic factors such as costs, and financing, legal factors, enterprise-specific, knowledge-related or market factors, and can affect any kind of innovation.

According to Pressi (1998), the identification of these barriers or obstacles would open up the possibility of improving the innovation activities and the international competitiveness of service industries.

Economic growth theory studies the determinants for long-term economic growth and the policies that should be promoted in order to stimulate growth. The history of economic growth is as old as the

history of economic thought. Lundvall (1994) introduces the concept of “National Innovation Systems”, which has been adapted and utilized by historians, sociologists, scientists, politicians and economists in order to clarify and analyse phenomena related with innovation and economic development. It assumes that the most important resource in the modern economy is knowledge, and that consequently, the most important process is learning. Moreover, learning is a predominantly interactive process that cannot be understood without considering the institutional and cultural context of countries. It puts forward that the role of the states and governments in supporting the learning process is changing due to the internalization and globalization processes of the new economy. An Innovation System is constituted by the elements and relationships which interact in the production, diffusion and use of new and economically useful knowledge at different levels, whether national, regional or sectoral. The main objectives of a national innovation system are: to contribute to a more easily obtainable knowledge transfer by institutions and organizations forming part of the system, to facilitate the resolution of problems, and to reduce the risks and costs deriving from innovation.

The system of innovation at the sectoral level of the tourism industry is composed of all the public and private enterprises that interact in the tourism business. Hotel enterprises constitute a fundamental part of this system.

The objective of this paper is to analyse how the management of a tourism destination affects the innovation of local hotel enterprises, and to determine whether the factors that hamper innovation activities can be attenuated with effective destination management.