

Session 4: Climate change: challenges for Tourism Island

Chair of session: Frank Babinger

ID 53: How to manage carbon footprint for tourism road transport

Roberto Rendeiro Martín-Cejas - Universidad de Las Palmas de Gran Canaria

Pedro Pablo Ramírez Sánchez - Universidad Libre de Bruselas

This paper evaluates the impact of road transport usage in accessing the relevant tourism places on Lanzarote Island, and its implications for sustainable tourism development. This study allows us to determine the environmental impact, in terms of carbon emissions, of the car usage on Lanzarote island. Besides, it permits to extract some important conclusions about the trade-off existing between the need of tourist mobility and tourism development in the Island. The methodologies employed to estimate impacts is the Ecological Footprint indicator. Some solutions to mitigate environmental impacts are also provided.

ID 71: Evaluation of the Tourism Climate Index in the Canary Islands

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Javier López-Solano - Centro de Investigación Atmosférica de Izaña, Agencia Estatal de Meteorología

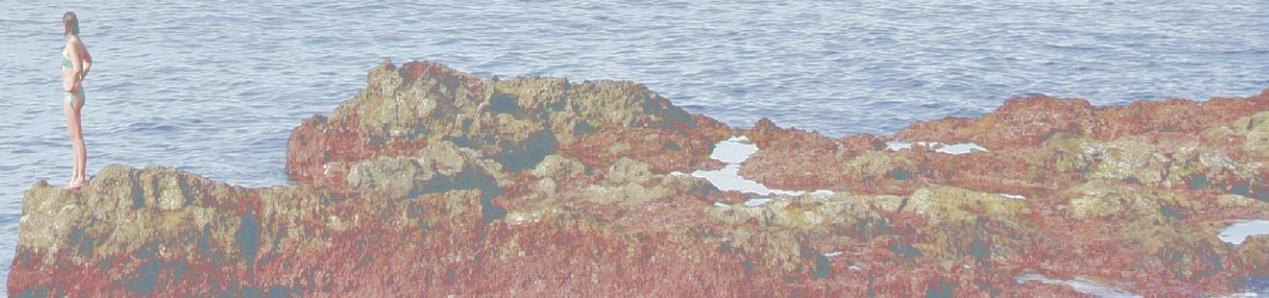
María Lourdes Rodríguez Mayor - Universidad Europea de Madrid

José Miguel Márquez Martínón - Independent researcher

Weather and climate are key factors to select a touristic destination, to the point that many tourists base their choices (destination and time of the year) entirely by climatic considerations (Mieczkowski, 1985). Hence, many efforts have been done to quantitatively characterize the climatic well-being of tourists from a biometeorological point of view -- that is, considering weather parameters and outdoor thermal comfort estimation. In addition, understanding both local climate conditions through the year and its trends, is thus of great importance not only for developing strategies for the mitigation of climate change impact, but also for tourism development (Mihăilă et al., 2018; Matzarakis, 2006; Moore, 2010).

In this study, we perform a diagnostic and evolutive analysis of the bioclimatology of the Canary Islands, an Atlantic archipelago where the climate itself is a main feature promoting tourism. Among all the tourist-climate indexes described in the literature, we evaluate the most widely used, which is the Tourism Climate Index (TCI) proposed by Mieczkowski (1985). Monthly mean TCI time series were calculated using meteorological data from the Spanish State Meteorological Agency database (www.opendata.aemet.es), and the European Climate Assessment and Dataset (Klein et al., 2002). Our preliminary results show TCI values greater than 50 during almost every month in the period 1950-2018, with mean values over the entire time series between 70 and 80. According to the TCI classification scheme, these values correspond to a very good thermal comfort along all the period. Our first results also point to spring as the season with the best TCI, with maximum values around 80 for this index in April -- excellent according to the TCI classification.

Furthermore, within the framework of the 'Monitorización de la calidad del aire con sensores low-cost' (project reference CIPI/19/051 - Universidad Europea de Canarias) research project, we aim to obtain air quality measurements using low-cost sensor. These measurements could be used to improve tourist climate indexes by adding this new variable to the other meteorological and thermal comfort variables already considered.



ID 74: Evolution and estimates of passive cooling capacity in hotel construction in the south of Tenerife in the face of climate change.

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María Toledo Pérez-Andreu - TH Arquitectos

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Ventilation cooling is one of the strategies consciously or unconsciously employed in the island tourism sector. The climatic reality, with summers with more heat waves from the Sahara, presents a scenario where these passive capacities are questioned and undergo drastic changes.

The hotel models of environmental conditioning of the hotel plant used to date are unlikely to work in the medium term. We will use a sub-clockwise study of climate data from 50 years ago and a 25-year forward estimate based on a climate change model. A case study research methodology will be employed, particularized in (the document) the tourist accommodations of the south of Tenerife.

The objective of the document is to conclude a prediction within a specific climate change scenario that quantifies and allows to evaluate the impacts on energy, comfort and economic units in the currently built hotels. Likewise, these data will allow the adaptation of the strategic design of the hotel plant of the future that today is planned to adapt to a scenario in 25 or 50 years.

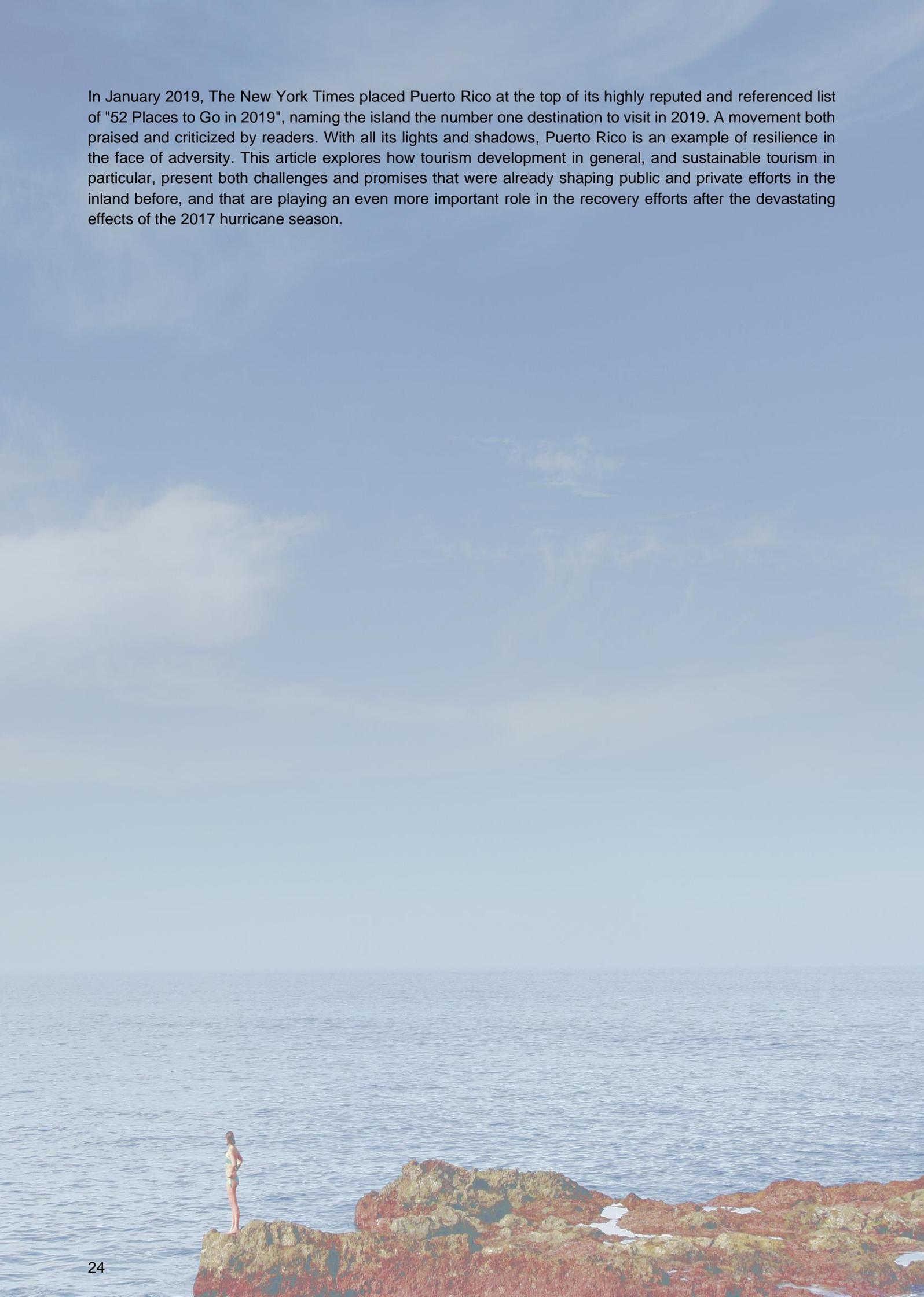
ID 97 The challenges and promises of sustainable tourism for the island of Puerto Rico in the path to recovery after Hurricane Maria.

María Casado Claro – Universidad Europea de Madrid

In September 2017, the island of Puerto Rico was hit by two major hurricanes (Irma and Maria), which wreaked havoc and caused important damage to its natural environment and infrastructures, with the ensuing economic and social impact. The archipelago, that had already been facing a recession for over a decade, was thrown in the doldrums in the aftermath of the hurricanes. From a political standpoint, Puerto Rico is a Free Associated State (FAS) to the United States of America. Geographically, it is the smallest of the major Antilles and it is located in the northeast Caribbean Sea. Its white sand beaches, the historic city of Old San Juan, and El Yunque National Forest are amongst its most appealing and popular tourist attractions. For years, the tourist strategy of the island has encouraged tourist to "explore beyond the shore", in order to bring economic and social development to other areas and places off the beaten tourist track, as well as to promote sustainable tourism, without ever losing sight of mass tourism (San Juan is one of the main cruise ports in the Caribbean).

Tourism development in the island, which prior to the hurricane was framed in two laws ("Ley de Política Pública para el Desarrollo Sostenible de Turismo en Puerto Rico, Ley núm. 254 de 30 de noviembre de 2006", and Ley para el Desarrollo Turístico, Ley núm. 74 de 2010 según enmendada), was reinforced in the aftermath by governmental and non-governmental recovery efforts promoted at several levels: federal, national, local and business level. In July 2018, the government published its recovery plan "Transformation and Innovation in the Wake of Devastation: An Economic and Disaster Recovery Plan for Puerto Rico", in which sustainable tourism plays an important part as a key to boost local economies while preserving unique natural, cultural and historical assets. In the same month, the non-profit DMO "Discover Puerto Rico" started operations with the mission of promoting Puerto Rico abroad as a premier destination for business and leisure travelers. Whereas, amongst grassroots initiatives, Puerto Rico Foundation's "Bottom Up Destination Recovery Program" identifies and invests in four impact areas in its effort to support communities to become more resilient and active in the creation of economic opportunities, one of those lines focuses in "developing branding and marketing strategies to bring more tourists to the community in a sustainable manner".

In January 2019, The New York Times placed Puerto Rico at the top of its highly reputed and referenced list of "52 Places to Go in 2019", naming the island the number one destination to visit in 2019. A movement both praised and criticized by readers. With all its lights and shadows, Puerto Rico is an example of resilience in the face of adversity. This article explores how tourism development in general, and sustainable tourism in particular, present both challenges and promises that were already shaping public and private efforts in the inland before, and that are playing an even more important role in the recovery efforts after the devastating effects of the 2017 hurricane season.



Session 5: Entrepreneurship and Innovation

Chairs of session: José Álvarez García & María de la Cruz Del Río-Rama

ID 17: Placetelling™ as a strategic tool for promoting niche tourism in the islands: the case of Cape Verde

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Antonella Rinella - Università del Salento

Federica Epifani - Università del Salento

Patrizia Miggiano - Università del Salento

The contribution reports the experience, promoted by Società Geografica Italiana and Fondazione Lelio e Lisi Basso, of the first Placetelling™ training course in Santo Antão, Cape Verde.

The tourist development of Santo Antão is linked to the possibility of enhancing its attractive qualities (volcanic landscapes, a strong and qualifying identity dimension). Through Placetelling™ - as the training activity carried out there has shown - local communities can improve the attractive potentiality of identity and strengthening the sense of belonging, being these two prerequisites for promoting endogenous, self-centered and sustainable tourism development.

Placetelling™ is a creative method for a place's narratives and to support communication and promotional processes. A place's narratives help to develop the sense of identity and belonging among the community, by empowering its affection to local territorial heritage; moreover, they could trigger attractiveness with regard to both tourism and financial flows, and boost local development. Storytelling has always been the way through which we preserve and transmit a place's history, so to capitalize its legacy; protection and enhancement of local natural and cultural heritage are indeed deeply linked to such a kind of everlasting knowledge and local communities are directly engaged in the preservation of their common legacy in order to transmit it to coming generations (Pollice, 2017).

Tourism is the field where Placetelling™ can best express its potential for the implementation of an effective shared vision according to the principle of sustainability. This is particularly true for what concerns tourism in the islands, where identity is potentially the most important attractor, recalling increasing flows triggered by the quest for authenticity. According to McElroy and Albuquerque (2002, p.16), "Sustainability ideally seeks to preserve a permanent and widely shared stream of income by creating an adaptive competitive destination niche market through the ongoing guidance of participatory community planning without unacceptably sacrificing the socio-cultural and natural integrity of the asset base".

We aim to demonstrate that Placetelling™ is far from being just a narrative method, being one of Placetelling™'s principles the involvement of stakeholders, according to an interest-based-negotiation process (Simonicca, 2005).

This contribution shows the first results of what we can define a maieutic reworking of local heritage, which takes shape through the shared definition of narrative and symbolic artifacts which are authentic and identity-driven. Special attention is dedicated to some crucial issues: empowering involvement of stakeholders; discrepancies between how sense of identity is perceived by the locals and how it is communicated to tourists; how and to which extent can Placetelling™ change the stakeholders' awareness of their own cultural heritage.

ID 22: Tourism Entrepreneurship in Island Contexts (TEI): A Systematic Review of the Literature

Paul Booth - University of Greenwich

Samantha Chaperon - University of Greenwich

James Kennell - University of Greenwich

Islands vary greatly in terms of size, accessibility, climate, resources, and political power, but they share two important characteristics; all islands are insular and peripheral. Islands are peripheral in a geographical sense, where they are distant from core populations, but many are also economically, politically and socially peripheral to their mainland counterparts (Brown & Hall, 2000; Nash & Martin, 2003; Scott, 2000; Timothy, 2001; Weaver, 2017). This shared peripherality that means islands exhibit many common characteristics and tend to face very similar challenges, including how best to develop their tourism industries (Buhalis, 1999). Entrepreneurship is vital to the growth of the tourism industry (Solvoll et al., 2015) and tourism makes an important contribution to many island economies (Croes et al., 2018). Despite this, limited attention has been paid by researchers to TEI.

This paper presents a systematic review of the literature published between 1989 and 2018 on this topic, in order to stimulate further research and advance understandings of this important field. The PRISMA (2015) methodology for systematic reviews was applied to a leading database of academic publications and a total of 132 articles were included in a bibliographic and thematic analysis.

The review revealed that, whilst there has been an increase of publication activity in this field, this has tended to focus on the Asia-Pacific region rather than other contexts, limiting the generalisability of its findings. Publications in this field have tended to be qualitative in nature and based on single case studies. It is therefore suggested that researchers consider redressing this geographical bias and conduct more quantitative and comparative studies.

Thematic analysis revealed that this research has been dominated by structuralist analyses which foreground the interactions of state and community in creating the conditions for, and barriers to, entrepreneurship. Opportunities exist for researchers to investigate the characteristics and behaviours of entrepreneurs in TEI, as well as the impacts of the industrial and spatial contexts of TEI.

ID 28: Mobile Apps in tourism experience for Portuguese Millennials

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Luís Ferreira - Instituto Superior de Ciências Empresariais e do Turismo (ISCET), Porto, Portugal

Mobile Apps are a fundamental part of the customer experience and consumers use, not only to provide information about destinations and attractions, but also used for various roles in traveling, such as translators or entertainment devices (Wang and Xiang, 2012; Wang, Park, & Fesenmaier, 2012).

The application of this technology in tourism is improving customer service, empirically demonstrated by the International Association of Amusement Parks and Attractions in 2013. Smartphone Apps showed the exact location of rides, checked on wait times at different attractions, among other things. Agrebi and Jallais (2015) state that this type of information helps to personalize the experience and facilitates the process of adaptation in the destination where tourists are.

A generation that heavily adopts this technology in comparison to the others is the Millennials. Based on the research made by Barton et al. (2013), they possess more travel Apps on their smartphones than non-millennials, 75% versus 47%, and they are expected to use Google Maps, Hotels.com, Expedia than other generations. Pendergast (2010) identifies this generation as “digital natives” for their natural acceptance of technology as part of their lives.

Due to all the reasons referred above, this research explores how Portuguese millennial generation uses their mobile Apps before, during and after their trip. Data were obtained through an online survey and analysed through a descriptive technique, resulting in 342 valid questionnaires.

Preliminary results show that in the pre-trip stage, only a small number of Apps are used for searching (0 to

5). Further, while check-in/ check-out via mobile App for airline flights is already a common procedure for Portuguese millennials, the same doesn't happen for hotel/hostel/apartment rooms. This generation doesn't use mobile Apps provided by local tourism organizations, instead uses the ones known from home like Google Maps or Uber. The results support that feedback received from family and friends or good rating on the App store are very important influencers when it comes to the decision of downloading a travel App. As to a worse user experience, this is not just a reason to uninstall an App but can also influence the user's perception of the App-holding company.

ID 83: City Branding: the communication and marketing strategy for Santa Cruz de Tenerife. A case study.

Patricia Delponti - Universidad de La Laguna

Carmen Rodríguez Wangüemert - Universidad de La Laguna

Nowadays, in our so-called "Information Society", no-one can doubt that marketing and communication within a touristic city is crucial for its existence and development. Due to this, city branding research has gained more interest in international literature in recent years. Cities throughout Europe are paying more attention than ever to branding by using modern marketing tools and including branding strategies in their decisions in order to pursue wider urban management goals. The current digitization process is also increasing interest in developed countries as it brings a revolution in the ways of doing, thinking and promoting places. Cities are extremely competitive trying to attract tourists, investors, and a more educated workforce and citybranding is a useful tool to gain a competitive advantage. Different experts say that places have first to prove their uniqueness and then to promote it to various targets

The current project focuses on the implementation of a place branding competitive strategy in the case of Santa Cruz de Tenerife. More specifically, the aim of this research was to identify and analyse the current conditions prevailing in the island's capital city along with possible collaborations between stakeholders. Extended bibliographical research in place and city branding, as well as successful case studies of other cities, led to the formation of the panel discussion. Qualitative research, using in-depth interviews with local stakeholders and entrepreneurs in public administration and private sector is also carried out.

In this context, social networks and new forms of unconventional media play a starring role in changing the communication paradigm of local institution and gain strength against the declining effectiveness of media strategies, marketing and traditional city advertising. In this communication we study the importance that Santa Cruz de Tenerife City council gives to PR and city reputation as a new field to develop, by analysing its tactics, ways of doing and communication channels management. To achieve this objective this investigation uses documents study to identify SWOT of the *The Heart of Tenerife* slogan as the citybranding of Santa Cruz city. The results show that there are opportunities and also challenges that should be faced in a near future to avoid commodifying the city.

Results lead to the proposition of a marketing and communication strategy for the development of city tourism in Santa Cruz, that highlights the need of reinforcing promotion of cultural routes, cruise and gastronomy tourism as well as nature tourism experiences at the destination.

ID 40: Tourism and Regional Poverty in Ecuador: An Approach with Spatial Methods

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Nathalie Isabel Aguirre-Padilla - School of Economics/Universidad Técnica Particular de Loja

José Álvarez-García - Department of Financial Economics and Accounting/University of Extremadura

María de la Cruz Del Río-Rama - Department of Business Organization and Marketing/University of Vigo

Much of the previous literature studies the determinants that affect regional poverty. In the last decade, entrepreneurship has been one of the main factors associated with fighting poverty, in which several authors agree and affirm that entrepreneurship is one of the most important mechanisms to boost the economy and improve the living conditions of regions. However, there are few studies that analyze the positive externalities that generate tourism activity in Ecuador. Therefore, the objective of this research is to examine the effect of the gross value added of tourism on poverty in the 23 provinces of Ecuador for the year 2017. For which, we use information from the Central Bank of Ecuador (2017) and the National Survey of Employment, Unemployment and Under-Employment (2017) of the National Institute of Statistics and Census (NISC). Then, we apply a set of spatial econometric models (SAR, SEM, SARMA, SDM) to capture the regional effect between tourism activities and poverty. The results show that the increase in economic activity related to tourism decreases regional poverty between 3.7% and 4.7%, in addition to highlighting the importance of the spatial effect in the analysis of poverty.

Subsequently, we include economic and social control variables, in which it can be observed that poverty increases when the presence of African Americans predominates; due to its increase in labor informality, poverty decreases. One of the main policy implications of this research is that public policy must strengthen the tourism sector and develop the tourism potential of the regions, in order to boost the economy, generate employment and reduce poverty. Additionally, policy makers must reduce tourism-based poverty, they must take into account the spatial contagion of this phenomenon between the provinces.

ID 45: Customer satisfaction and “view of contexts”. A case study in the field of catering in the Apulia Region as a tool to understand and promote attitudes of loyalty to the territory.

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Matteo J. Zaterini - Department of History, Social Sciences and Human Studies, University of Salento

Enrico Ciavolino - Department of History, Social Sciences and Human Studies, University of Salento

Sergio Salvatore - Department of History, Social Sciences and Human Studies, University of Salento

This work aims to demonstrate that the customer satisfaction levels of a catering service (1) are an important prerequisite for building a relationship of trust with the territory and (2) are determined by specific ways of reading the contexts (Ciavolino, 2017). We have carried out a survey to determinate the customer satisfaction in restaurants located in the Apulia Region in order to understand the perception of the service.

View of Context (VOC) short version, a self-report questionnaire that allows to observe how people give meaning to significant aspects of their lives or the context in which they are. It is possible to obtain indications on the perception of the specific catering service. (Salvatore & Venuleo, 2013). Prosumership Service Quality Model (PROSERV-Q), a 22-item questionnaire to estimate the degree of user satisfaction and the level of loyalty to a service. It investigates the subjective experience of the service and the value that users attribute to it (Ciavolino et al., 2017).

Through a non-probabilistic sampling technique, 500 subjects who have benefited from a catering service in the Apulia Region in the last year have been selected. Structural Equation Models (SEM) was used to consider the influence of latent variables in their mediators and moderators' value (Barbanelli & Ingoglia, 2013; Ciavolino et al., 2018; 2019). Multi-group analysis based on PLS-PM with high order constructs. Mapping users' “view of context” is an innovative strategy of reading their needs. The data can be used to give to the service operators the “users psychological profile” that can be utilized to create different type of strategies based on the characteristics of each type of user, improving the level of loyalty, the offer and its satisfaction: a customer who is globally satisfied with the services, is potentially a loyal customer who will return to the service and recommend it.

ID 52: Tourism entrepreneurial ecosystems

Vanessa Ratten - La Trobe University

This study focuses on tourism entrepreneurial ecosystems by providing an analysis of how city amenities, culture and internationalization affect development. Whilst there has been increased interest by policy planners about the impact of entrepreneurship on a region, few studies have specifically examined the tourism context. This study explains how entrepreneurship develops from a variety of factors uniquely related to knowledge spillovers resulting from tourism including emotional attachment, cultural conditions and societal attitudes. A qualitative research approach is used to analyze stakeholder's perceptions of knowledge spillovers on entrepreneurial ecosystems. This will enable more tourism policies to harness the entrepreneurial spirit of communities.

ID 60: Small and Medium Enterprises Strategically Focused on Sustainable Environments

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Maria Mahauad - Department of Business Science, Universidad Técnica Particular de Loja (UTPL)

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Amador Durán-Sánchez - Economy Department/University of Extremadura

Sustainability at the global level has been concentrated in large enterprises whose individual impacts are significant. However, small and medium enterprises (SMEs) generate economic, social, and environmental impacts that are relatively minor at the individual level, but associatively their impacts are significant. The main objective of this article is to apply the Pentadimensional Model of Business Sustainability (MOPSE) in different sustainability practices of SMEs in Ecuador focused on five dimensions: global management, competitiveness, relationships, impacts, transparency, and communication.

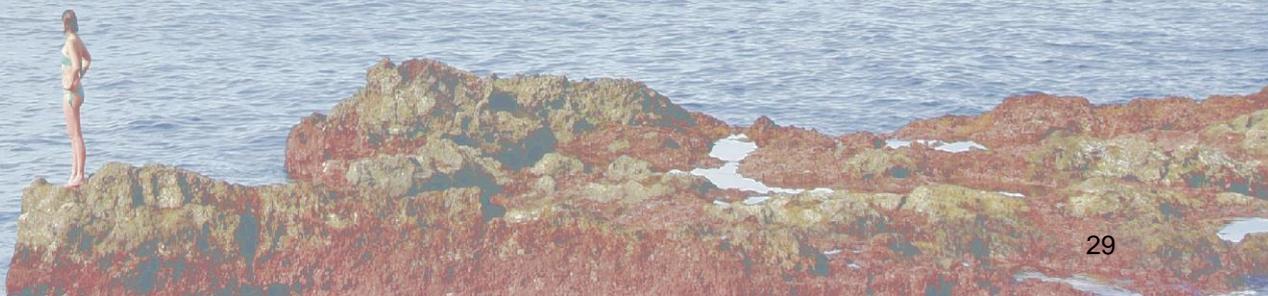
This article was based on an exploratory study with a quantitative approach. A questionnaire was applied to 240 Executive Directors (CEO) of SMEs of the Commerce Sector in the 9 planning zones of Ecuador. The structure of the questions covered the five dimensions of the MOPSE, and were weighted using the likert scale: 1-5, where 1 is very weak and 5 is very strong.

SMEs have experience in management; in the last two years, there have made changes or improvements in direction and management. On the other hand, SMEs reject the exploitation of child labor, respect the hours of the working day under current legislation, and are concerned on employee learning, in the last year they were a tendency in improving the quality of service and also had a financial balance sheet, Finally, SMEs have still a low level of R+D+i, but they are profitable in the markets where they operate.

SMEs from global management develop new growth strategies, include information in their vision, mission, and values about sustainability and bet on better organizational practices.

The limitations of this study were that it was focused only on the service sector; it would be interesting to make a comparative research between the economic sectors of Ecuador.

This research was adapted to the environment of SMEs in the service sector in Ecuador. However, there are other international research in countries such as Mexico and El Salvador.



ID 61: Cultural and Natural Resources for Island Tourism: Systematic Analysis

Patricia Maldonado - Tourism School / Escuela Superior Politécnica de Chimborazo

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Amador Durán-Sánchez - Economy Department /University of Extremadura

José Álvarez-García - Department of Financial Economics and Accounting/University of Extremadura

Island tourism presents its emergence and development from the transport revolution. Walton (2000) indicates that the development of means of transport contributed to reducing the cost of living, while allowing the implementation of a standard, to develop paid vacations more continuously. The access of resources to enjoy free time, encouraged many prosperous visitors to develop interest in discovering new places, with the islands being the destination of many of them. Although the reality was born in 1850, it is currently totally different, it is necessary to highlight what Akadiri, Akadiri and Alola (2019) respond who detail the level of activities inside the islands have a great heterogeneity between countries or regions of the world. On the one hand, these have been appreciated as an opportunity for diversification for the generation of currencies, but at the same time the limitations arise due to the difficulties of carrying capacity and the surface of exploitation. In relation to the uniqueness of study presented by these spaces, the analysis of the scientific production that is indexed within the Scopus database in relation to island tourism is proposed, an action that will result in a detailed detail of the current state of the subject

To achieve the purpose of the study, the application of a bibliometric and bibliographic analysis to the literature generated in relation to island tourism within the Scopus database is proposed. For this, a search equation is structured, which is based on the identification of specific metadata, the latter are stipulated as the main source of information for many scientific studies (Álvarez-García, J .; Durán-Sánchez, A .; Del Río-Rama, M.de la C., 2018). This type of study uses statistical analysis processes that allow determining the behavior of the research (De Filippo & Fernandez, 2002), in addition to positioning itself as a systematized process for the study of information based on relating a series of variables.

The advanced search was developed in the fields of "Article Title, Abstract, Keywords" with the use of Boolean operators and limited to the type article documents. As of July 7, 2019, 481 articles were identified. The results are oriented in the identification of the state of production by years, authors, co-authors, institutions and countries, all these criteria are determined from the average of publications of each of them. In addition, an analysis of the collaboration is included. In relation to the bibliographic study, the results reflect the lines of research followed so far by the authors related to the subject. Detailed the behavior of the production, at the same time that it provides guides the lines of research. The selection of the keywords that allow the identification of the literature. The second limitation is derived from the use of a single database for the identification of production. It is the first bibliometric study conducted on this subject of study.

ID 62: Decentralized Management and Associationism as Instruments for the Promotion of Rural Tourism. The Case Study of the Region La Vera (Extremadura, Spain)

Francisco Javier Castellano-Álvarez - Economy Department / University of Extremadura.

José Álvarez-García - Financial Economics and Accounting Department / University of Extremadura

Amador Durán-Sánchez - Economy Department/University of Extremadura.

Since the mid-1990s, the beginning of the implementation of rural development programs was a milestone for the promotion of rural tourism. The aforementioned programs have a series of peculiarities such as: a management system that sets the region as a field of action; the promotion of associationism and the participation of the local population; the use of the endogenous resources of the territory; etc.

In order to promote economic diversification, rural development programs, especially in their first editions, made substantial investments in the promotion of rural tourism.

The purpose of this research is to analyze how some of the characteristics of these programs materialize in investments linked to the promotion of rural tourism. For this, it must be taken into account that in the execution of these projects two types of promoters can be distinguished: private investors and public entities. This research focuses on the former, analyzing:

The orientation of the investments made and their viability. The origin of the promoters. The relevance that the management system could have had both in the initial activation of investments and in their dissemination. The relevance that in the management of tourism projects could have had the association between entrepreneurs of the same sector.

To achieve its objectives this investigation will resort to the methodology of the Case Study. The field of study will be the region of La Vera (Extremadura, Spain). Due to its characteristics, in relation to the analysis of investments linked to the promotion of rural tourism, the aforementioned region can be considered as a paradigmatic example on which to apply the said methodology.

The research will involve extensive field work in which the main source of information will be the conduct of semi-structured interviews with private tourism investment promoters. Although the results of the investigations based on Case Studies are not statistically extrapolated, the case chosen and the orientation of the research, provides conclusions of great value to other territories involved in the management of rural development programs.

ID 63: Perception of Tourism Investments: The Vision of the Rural Population Against the Valuation of the Private Promoter. The Case Study of the Region La Vera (Extremadura, Spain).

Francisco Javier Castellano-Álvarez - Economy Department / Universidad de Extremadura

María de la Cruz Del Río-Rama - Department of Business Organization and Marketing / Universidad de Vigo

Patricia Maldonado - Tourism School / Escuela Superior Politécnica de Chimborazo

The results of the 1990s the beginning of the implementation of rural development programs was a milestone for the promotion of rural tourism. The aforementioned programs have a series of peculiarities such as: a management system that sets the region as a field of action; the promotion of associationism and the participation of the local population; the use of the endogenous resources of the territory; etc.

With the purpose of promoting economic diversification, rural development programs, especially in their first editions, make substantial investments in the promotion of rural tourism. The purpose of this research is to analyze the perception of the local population about these investments. In this endeavor, the following research questions are presented:

- What is the perception of the local population about the projects related to the promotion of rural tourism and their capacity to promote the economic diversification of the rural environment?
- Depending on whether the regional or local scope is taken as a reference, are there differences between the assessments of the local population?
- Given that the local population remains outside the execution of tourism investments, do the valuations of the local population coincide with those of the promoters themselves?

To achieve its objectives, this research will use the methodology of the Case Study. The field of study will be the region of La Vera (Extremadura, Spain). Due to its characteristics regarding the analysis of investments linked to the promotion of rural tourism, the aforementioned region can be considered as a paradigmatic example on which to apply the aforementioned methodology.

The research will involve extensive fieldwork in which the main source of information will be interviews with local agents and private tourism investment promoters. As representatives of the local population, interviews will be conducted with the mayors of the region and those with public responsibilities most involved in the management of the rural development program.

Although the results of the investigations based on Case Studies are not statistically extrapolated, the orientation of the investigation can help to interpret the existing controversy regarding the different valuations that the different interviewees offer regarding tourism promotion policies in rural areas.

ID 72: Swedish lifestyle entrepreneurs on Gran Canaria – do they really create something new?

Maria Bogren - Mid Sweden University

The free movement within Europe enables entrepreneurs to start and run companies where they like to live. Country borders does not have to stop someone who seeks for a specific lifestyle, eg enjoying the sun on the Canary Islands. However, the entrepreneur might face challenges when “navigating” in a new context. Is it possible to be innovative, or does the entrepreneur only take on the cultural customs in place? The aim with this study is to study lifestyle entrepreneurs on Gran Canaria and their innovativeness, in the light of social capital. Many lifestyle entrepreneurs are operating within the tourism industry and their prime motivation is to enjoy life (Peters, Frehse and Buhalis, 2009). They often start their business out of their hobby or start a business on basis of them being an experienced customer. Since it is the lifestyle that is most appealing, a high level of income and high growth are not so important for them (Peters, Frehse and Buhalis, 2009; Dawson, Fountain and Cohen, 2011).

Social capital can be helpful though. Family members can provide resources in form of financial support and as work labor (Sanders and Nee, 1996), and the social network can be of assistance when for example supporting institutions in the new country are hard to reach (Kalnins and Chung, 2006). Studies has shown that in order to reach information, capital, competence and work labor, the entrepreneurs’ social network is a good source (Salaff, Greve, Siu-Lun and Ping, 2003). Furthermore, ethnical networks provides members in the networks with information, possibilities and support (Sequeira and Rasheed, 2006). This study was conducted as a qualitative multiple case study with four cases in the tourism and service industry from Gran Canaria, and the owners can be seen as lifestyle entrepreneurs. The cases are based in typical tourist destinations on southern Gran Canaria. Data was primarily collected by semi-structured interviews with the business owners. In addition, observations and documentary studies were made. Expected results are that the entrepreneurs make some new and innovative features in their businesses, but mostly try to adapt to both Scandinavian and Canarian customers.

ID 92: Mobility decision and tourism geography: the case of Italy

Serena Arima - Sapienza Università di Roma

Enrico Ciavolino - Università del Salento

Anna Serena Vergori - Università del Salento

Mobility decisions are one of the main components of the tourism experience. Transport systems connect tourists from their origin country to destination regions and are also crucial for inter-and intra-destination movements. The aim of this work is to investigate the modal choices of tourists in the first phase of their tourism experiences with focus on the Italian experience. We consider data from a survey by the Bank of Italy on foreign tourists who visited Italy from January 1997 to December 2017. It emerges that there is an increasing use of the air transport to reach Italian tourist destinations, mainly due to the growing relevance of Low-Cost Carriers (LCCs) in the period considered. The increasing number of tourists travelling by air raise both

environmental (plane is the most polluting transport mode) and economic issues. Another aspect investigated in this work concerns the seasonal patterns of foreign tourist's arrivals by transport modes.

Different statistical tools based on deconvolution of the Gini index are applied to investigate possible differences in the seasonal patterns according to transport modes. The data analysis reveals that the use of plane substantially reduced the seasonality of the tourism flows and it may be a starting point for further implications on the Italian economy. We also focus on the possible changes in the geography of the tourism in Italy and the possible factors explaining these changes through the applications of multivariate statistical techniques, such as PCA or factorial analysis.

ID 93: Differentiation of the tourist destination: Development of Nightlife, Entrepreneurship and Innovation

Jose Ramón Cardona - Universidad de las Islas Baleares

Daniel Álvarez Bassi - Universidad Católica del Uruguay

Maria-Dolores Sánchez-Fernández - Universidad de La Coruña

Nightlife is a controversial offer for its possible negative social impacts, but it is also important for its media impact and as an element of differentiation of the tourist destination. In the coastal resorts it is a very important offer as it complements the main offer. This work seeks to determine the background of residents' attitudes towards the offer of nightlife. To do this, the responses of a sample of 420 residents of the Maldonado-Punta del Este conurbation (Uruguay) who responded to a questionnaire with items measured with Likert scales are analyzed using Structural Equation Models. A first analysis, which presents costs and benefits of three types (economic, social and cultural) as possible background of the degree of acceptance of this offer, did not detect significant relationships. In a second analysis, the mediation of the general attitude towards tourism and the degree of acceptance of sun and beach tourism were proposed.

In this second analysis it was found that: only economic benefits (0.354) and cultural costs (-0.260) have significant effects on the general attitude; the general attitude has a significant effect on the acceptance of sun and beach tourism (0.319), but not on the acceptance of nightlife; and the acceptance of sun and beach tourism has a significant effect on the acceptance of nightlife (0.244). The acceptance of nightlife follows the same guidelines as its business development: the benefits foster a positive general attitude towards tourism, this attitude favors the acceptance of sun and beach tourism, and the acceptance of sun and beach tourism favors the acceptance of nightlife. Therefore, entrepreneurs of tourist destinations should keep in mind that nightlife should be complementary and subsequent to sun and beach tourism and taking into account the residents.

ID 95: Quality Improvement of tourist accommodation service in Isabela Island, Galápagos Province, Ecuador

Nancy Patricia Tierra Tierra - Tourism School / Escuela Superior Politécnica de Chimborazo

María Rebeca Zuñiga - Tourism School / Escuela Superior Politécnica de Chimborazo

Carlos Cajas - Tourism School / Escuela Superior Politécnica de Chimborazo

Marcela González - Politics and Management Faculty, Universidad Nacional de Chimborazo

Ecuador has gotten a series of awards in recent years, and prizes such as "Best tourist product outside Europe 2013" awarded by British Guild of Travel Writers; "Best Green Destination in the World 2013" granted by the World Travel Awards; also, they recognize the management of specific tourist destinations like the Galapagos Islands as "Best place in the world for wildlife 2015" (Ministry of Environment, 2015) , and as "Destination Leader Beach of South America 2018" (Ministry of Tourism, 2018). These recognitions show the global impact

the country presents, which obliges the tourism area to consider processes to improve its service offer.

In the last decade, the number of tourism companies and family businesses have increased in Galapagos, which seek to meet the needs of tourists. The accommodation services have presented greater diversification, from shared accommodations on Airbnb to five-star hotels positioned in the market, many of them provide the service empirically.

In this context, the study of quality in accommodation services, focus on the information obtained from the clients, who details their perception of quality (Santomà Vicens & Costa, 2007). The exploration of this data is a competitive advantage because those companies have more and better information, so they are the strongest and most competitive (Molina, Esteban, & Martín-Consuegra, 2007). Therefore, companies in the sector, get success, seek satisfaction through quality (Valera, 2001). Based on the preceding, the study makes a quality analysis and a proposal to improve the accommodation service of the Gran Hostal Tintorera in Isabela Island, in Galapagos. It is carried out through applied research, supporting bibliography, reviewing processes, fieldwork, and direct observation.

The results identify; the establishment has an empirical administration, focuses on the absence of management tools to guarantee the business operation. The evaluation of the services emphasizes a significant failure, the management of processes and procedures to provide the service. The setting site location requires improving its condition through coordinated actions with the Municipality GAD. Additionally, a high percentage of current demand evaluates its offer as very good. With all information, we establish strategies in the operational and administrative areas to cover the found deficiencies.

We provide a valuable instrument that will contribute to the development of the internal process flows of the hosting service and easy operational tools to understand regardless of the personnel that applies them. The problems in the maintenance of historical data affect the feedback process on the customer experience.

Also, the absence of constant evaluation services limiting the quality feedback in the future.

This study improves the management of local businesses, many of which are family businesses.

ID 66: Cruise ship tourism on private islands: new trends in a mature industry

Frank Babinger - Faculty of Commerce and Tourism, Universidad Complutense de Madrid.

Cruise ship tourism has creased exponentially during the last decades and is now a mayor player for tourism on islands. It is specially evident at the Caribbean, the most important space for cruise ship tourism in the world. The Bahamas, only 100 kilometers away from Florida, are one of the most popular destinations for American cruise ship tourism.

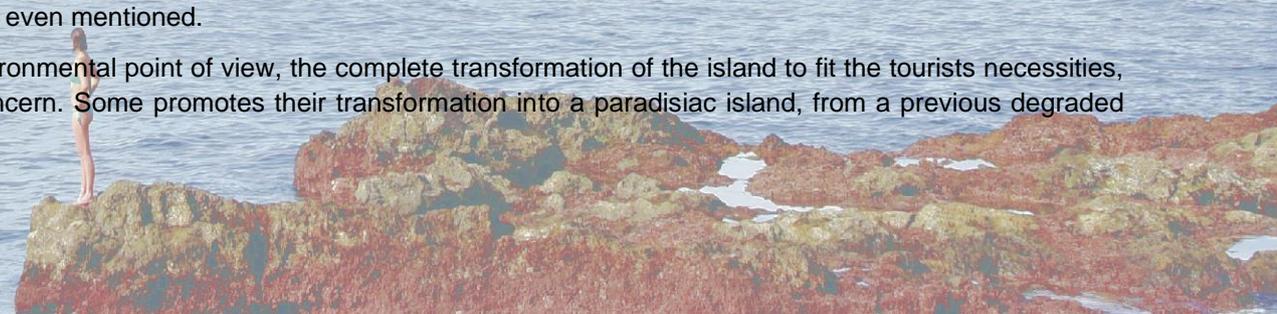
However, a new trend arose, with all cruise ship companies owning private islands at the Bahamas, offering the typically post card tropical paradise, far away from the territorial reality.

This was started yet in the past nineties by Disney Cruise Line, but it is now buying its second island, while other have copied this model and are opening new private islands enriching their itineraries (Douglas, 2010).

This model permits the companies to control everything in an exclusive manner: offer, input, and output, while constructing a faithful and captive customer. Which is moving in a secure and controlled world, a perfect exponent of Globalization (Wood, 2000), McDonaldization (Weaver, 2005) and Disneyization (Bryman, 1999; Weaver, 2006) at sea.

Local governments are payed off with a simple canon and local people are, at most, offered low paid jobs, without any professional projection. Moreover, those islands are promoted as being part of the cruise company and a special itinerary, without any mention to its real geographical background: the country to what the island belongs is not even mentioned.

From the environmental point of view, the complete transformation of the island to fit the tourists necessities, is another concern. Some promotes their transformation into a paradisiac island, from a previous degraded area.



This paper is the second step of an ongoing research about local implications of cruise ship destination in the Caribbean. After Progreso and Mahahual (Costa Maya) in Mexico (Babinger, 2015), the research based on personal interviews of implicated stakeholders, is going forward to explore the implications at private cruise ship islands.

As a conclusion, we can say that private islands are not destinations in a traditional way, but a simply extension of the cruise ship. This might be positive for the tourists, as they feel absolutely sure, but not for the local. It is the maximum exponent of a tourist bubble, a non-place (Augé, 1992), disintegrated from its surroundings in time and space Augé, M. (1992) Los "no lugares", Espacios de anonimato. Una antropología de la sobremodernidad.



Session 6: Expanding the tourist image of the islands

Chair of session: Helena Theodoropoulou

ID 82: Jameos del Agua. Staged Landscapes - from subterranean Garden to an Architecture of Landscape

Juan Antonio González Pérez - Universidad de Las Palmas de Gran Canaria

The Jameos del Agua complex is part of the island of Lanzarote's network of Art, Culture and Tourism Centres (Centros de Arte, Cultura y Turismo), CACT.

It is an architectural intervention designed and built in several phases over more than twenty years by the multidisciplinary artist César Manrique.

The name of his environmental interventions on Lanzarote shows that César Manrique foresaw, as early as the 1960s, the important link between art and tourism. Indeed, his work with the CACT can be seen as a forerunner to the theoretical developments that would establish this link.

The present article explains the conceptual basis for an intervention at Manrique's Jameos del Agua, projected by GPY Arquitectos for the committee entrusted with monitoring the state of the CACT network, with the support of the Lanzarote Island Council.

Jameos del Agua is a major work of environmental art, a Gesamtkunstwerk with a subterranean garden of volcanic tubes and jameos (roofless grottoes), a territorial "readymade" artwork that foreshadows the "land art" movement and anticipates the concept of "public art".

Nevertheless, it is an unfinished project, as the part of the building complex originally intended to be used as a hotel was left unused and concealed from the visitor, waiting to be put to new use.

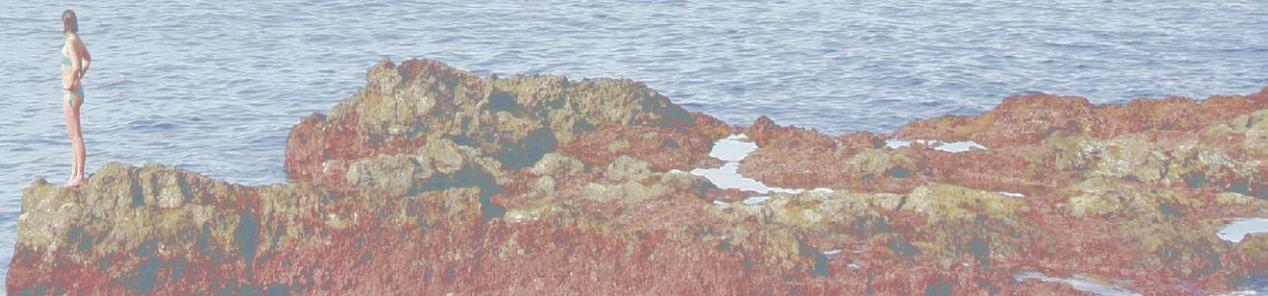
GPY Arquitectos' project now proposes a re-interpretation and integration of these latent spaces into the complex and narrative of the centre, as an added layer of the existing discourse.

To achieve this, the visitors' route will be extended beyond the point where it currently ends, the illuminated end of the auditorium. From there, the new proposal takes visitors up through the "Jameo de la Cazuela" and continues through the landscaped gallery of the current "Casa de los Volcanes", from where one ascends to the last level, containing the centre's unfinished spaces, which are now to be incorporated into the complex as a new, linear exhibition space.

The complex is thus converted into a stratified landscape composed of three superimposed, interconnected tubes of different types: first, the lowermost "artificialised" natural tube (the original lava tube); above that, a second, "naturalised" artificial tube (which corresponds to the ground floor of the current building); and at the top, a third, white tube consisting of a linear sequence of shadow and light, an abstraction of the complex's characteristic sequence of closed tubes and open jameos.

The new intervention incorporates all of the spaces into a single, global discourse that presents the entire complex as a total landscape project, a form of ARCHITECTURE AS LANDSCAPE that overcomes the current dichotomy of subterranean garden versus "Casa de los Volcanes", of landscape versus architecture.

The Jameos del Agua will be reconstituted as stratified complex, extending over three levels, with a continuous linear route weaving through it in the form of a sequence of tubes and "jameos", shadow and light, creating a staged landscape of the island.



ID 80: The Construction of an Island

Constanze Sixt - Universidad Europea de Canarias

In the essay *Desert Islands* Gilles Deleuze names two classes of islands, the continental islands and the oceanic islands. The latter are “originary, essential islands”[1]. Some of them “emerge from underwater eruptions, bringing to the light of day a movement from the lowest depths. [...] These two kinds of islands, continental and originary, reveal a profound opposition between ocean and land.”[2] According to Deleuze, the oceanic islands remind us that “the earth is still there, under the sea, gathering its strength to punch through to the surface”[3]. These islands have the strength to create, but there is a large part of them that stays invisible, hidden underwater.

The characteristic constitution of the oceanic islands is mirrored in the reflection of their inhabitants. On the Canary Islands there is a scenography of the visible and the construction of a singular and original identity, commonly called ‘lo nuestro’ (‘what is ours’), which aims to differentiate itself from the innumerable external influences that underlie it. The phenomenon of tourism enhances the contrast between the visible and the invisible, by clearly highlighting selected aspects, traditions, landscapes, worthy of being seen by tourists, and eluding others.

Starting from case-studies, this text explores the elements and criteria that influence the cultural construction of an island, the staging of its apparent image and its hidden aspects. It investigates the creation of an island identity, making a critical analysis of the tourist experience that is being offered. It enquires into the elements that are exposed and hidden, to clarify the reasons that originate the act of visualization and staging.

Furthermore, this study tries to unravel if the desire to create a coherent experience is restricted solely to the view of the tourist, or if it rather parts from an inherent desire of the islanders, a continuous need for identification and affirmation in a place that stands out for its differences and oppositions, limitations and deficiencies: Is not an island by its own definition the absence of what surrounds it?

It should be noted that on the Canary Islands there is not only an opposition between ocean and land, island and continent, but we find a much more complex relational system, an archipelago, located between several continents. This results in an intermediate, in-between space among a multitude of origins and relationships, in multiple qualities and scales, which must be continually counted and delimited.

In the (re) creation of the tourist reality emerges the constant effort of constructing an original identity of the island and of the islanders. In this sense, the fantasy of San Borondón[4], in which the ideal of an island of inhabitants and visitors coincides, can be interpreted as the desire for an original and coherent life that both are looking for.

ID 5: Residents’ perceptions of the tourism impacts on a mature destination: the case of Madeira Island

José Cadima Ribeiro - Universidade do Minho

Diogo Teixeira - Universidade do Minho

Residents have a fundamental role in the quality of tourists’ experiences and satisfaction gotten from a visit and, thus, in the success of a tourism destination. This keeping in mind, this paper addresses the perceptions that residents have of the impacts of tourism on Madeira Island, a mature tourism destination. Based on data extracted from a survey applied to residents during August and September 2018, we have inquired on the extent to which they keep a positive perception of the impacts of the tourist industry and its contribution of the development of the Island. The survey tried to address the residents’ perceptions on, either, the economic, the cultural and social or the environmental impacts. In the analysis of data, both descriptive and multivariable statistical methods were used.

Keeping in mind the findings of the literature on the issue, we have also tried to check if residents' location, urban or rural, did matter to explain the perceptions expressed. The empirical results attained indicate that the residents feel that there is no excess of tourism on the Island, since most of the respondents want the tourist flow to increase, which means that they agree that tourism is beneficial. They do not fail to realize that there are a few negative consequences, but the positive ones, in average, got better scores. Being an inhabitant of an urban or a rural site did not show to influence differently the perceptions kept on the contribution of tourism to the overall development of Madeira Island. This type of analysis can be a useful tool for tourism planners and managers in order to prevent or minimize eventual negative impacts of the tourism industry, as felt by the local inhabitants, and, thus, for designing the required policies.

ID 11: Isolated identity, tourism and heritage. Social perception and participation in heritage management for the transformation of tourism governance in Buenavista del Norte (Tenerife, Canary Island).

David Stendardi - Universidad Europea de Canarias

Elena Pérez - Universidad Europea de Canarias

Alicia Castillo Mena - Universidad Complutense de Madrid

Juan Israel García Cruz - Universidad de La Laguna

Ángela García - Ayuntamiento de Buenavista del Norte

In this article we present the work that has been carried out within the research project "Society and Archaeological Heritage. Recovery of the Archaeological Heritage of Buenavista del Norte (Tenerife, Canary Islands), in rural and urban areas (PARQ_BVISTA) ".

The objective of this communication is the elaboration of an interpretative and operational framework, oriented towards the creation of citizen participation networks in the management of cultural heritage. At the moment, Buenavista has been barely affected by the massive touristic route, but recently it has drawn the attention of the tourism sector and it is undergoing a process of adaptation to this new touristic configuration. It is an isolated touristic scenario ... inside an island. Starting from the encounter between a necessarily isolated collective identity with the expanding tourism phenomenon, we will focus on the citizen's perception of the local cultural heritage and its motivation to participate in the management of these resources.

The study is based on an articulated methodology that combines the multidisciplinary perspective of the research team with qualitative and quantitative social research techniques. It comprises of focus groups, in-depth interviews to administrators and business people and a questionnaire for local citizens; and, on the other hand, data from surveys from tourists.

The first step is the definition of the isolated collective identity of the residents. In this case, the distance between Buenavista and the rest of the island is created by the geographical situation and it is clearly expressed by the population. Even so, a strong network of cooperation is evident in the town: the social participation is well structured in huge number of associations, many of them related to rural tradition and cultural heritage. The second step is to analyze the relation between the lonely-cooperative identity and the rise of tourism, with the aim that understanding if tourism could be an opportunity of activation and mobilization of civil society beyond the short-term profit. The public perception of tourism also builds also a new idea of cultural landscape, based on isolated local identity, which assumes and cross the guidelines of public administration and the tourist gaze. So finally, we investigate the cultural heritage arena, as the key element, the contact, between social participation and tourism. We propose the definition of arena for the cultural heritage with the aim of highlight the uncertain and changeable process of negotiation, involving public administration, citizens and tourists. The outcome of this negotiation could lay the foundations for the development of a new heritage management strategy.

ID 44 Assessing public perceptions over tourism and territorial governance and planning decisions. The Case Study of the Madeira Autonomous Region (RAM).

Sérgio António Neves Lousada - Universidade da Madeira

Rui Alexandre Castanho – WSB University

Rossana Santos – Universidade da Madeira

Susana Teles – Universidade da Madeira

Nowadays, sustainable development and growth are undoubtedly one of the major concerns and goals of the peripheral territories. In fact, this typology of growth is no longer just a desire, but a territorial necessity, in order to improve the quality of life of the populations and also to guarantee a future for the generations to come.

Taking into account this type of growth, in regions with socioeconomic bases mainly based on tourism. Thus, studies that analyze the processes of planning and territorial planning and their relation to this activity are fundamental for sustainable territorial development.

Considering the purpose of the research, the study required the use of several methods throughout the research, including methods and tools of direct and indirect research. In this regard, the methodological approach was divided into four main phases. All the phase meet at the level of the Relationship between Spatial Planning Policies and Their Impact over Tourism (Figure 1).

Based on a case study research method, it was possible to collect a considerable amount of data - allowing us to acquire a depth understanding of the main issues regarding territorial planning and its influence on regional tourism.

Contextually, through literature review, technical reports assessment, design (re)developing proposals and projects analysis, public perceptions, site analysis, used throughout the research, it was possible to carry out sustained and strong research.

The research allows us to verify the relationship between territorial planning policies and their impact on regional tourism, as well as the unsustainable growth of the region.

ID 56: Perceptions and attitudes of the residents of the Azores Islands towards tourism at the end of the 2010s.

Luís Silveira - Universidade de Coimbra

Norberto Santos - Universidade de Coimbra

Claudete Oliveira Moreira - Universidade de Coimbra

Rui Ferreira - Universidade de Coimbra

Every year thousands of yachts cross the North Atlantic, sailing mainly from North America and Caribbean to Europe, and vice-versa. Nautical tourism has the capacity, already proven in other areas, to promote economic development, including in small seaside towns. The autonomous archipelago of the Azores, through its regional government, has selected tourism at the end of the 20th and beginning of the 21st centuries as a key element for the territory' development. Having nature tourism as its main tourist product, other products such as nautical tourism (through yachting and cruise tourism) have been chosen as important complements for the tourism activity in these islands. In order to qualify the nautical offer in the Azores, seven of the nine existing marinas were built in the present century. The main question is whether the construction of the newer marinas was partly due to the diversion of yachts from the two oldest and main marinas in the Azores (Horta and Ponta Delgada), or the existence of the newer marinas led to an increase in the total stay in the Azores (without interfering in number increase of vessels stopping at the two main marinas).

As complementary objectives to this base question, this work intends to analyze and understand the patterns of yachts mobility, as well as to correlate different variables with each marina, among them, the size of the yacht, the type of vessel, the nationality, the number of days in each port and the number of crew members. Determining and characterizing these correlations will help stakeholders to promote a tourism product that best meets the nautical tourist population that visits the Azores. The first results of the research (still ongoing) show that the Horta marina (although it is not the most western port of the archipelago) is the main gateway to yachts coming from the American continent.

These yachts arrive mostly from Bermuda, Antigua and Barbuda, Guadeloupe, Martinique, and Leeward islands (these last four belonging to the Caribbean region). From the Horta marina they go to France, Gibraltar and Spain, as well as to the other islands of the Azores. The marina of Ponta Delgada also plays a significant role as a port of departure to outside the archipelago (Spain, continental Portugal, Gibraltar and France). The average number of crew members per boat was 3.9 yachtsmen, in 2018, and the main nationalities of yachtsmen are French, Portuguese, British and from the Benelux countries (Belgium, the Netherlands and Luxembourg).

ID 42: Perceptions of tourists and of local/regional stakeholders concerning heritage of Santana municipality at Madeira Island

Paula Remoaldo - Universidade do Minho

Ana Sousa - Universidade do Minho

Heritage has proved to be an enhancer in the development of many countries concerning economic, social, environmental and cultural dimensions, establishing, this way, a decisive relation with tourism and generating a reliable and distinctive cultural offer. The present paper aims to evaluate the relevance of growth of cultural tourism in the municipality of Santana (Madeira Island – Portugal) and the tourists and local/regional stakeholders perceptions about this subject. It includes the understanding if traditional heritage, mainly the typical houses from Santana that began to be built in the eighteen century, that are one of the visitors' motivation to visit Santana municipality and what are their perceptions concerning this type of legacy. For that, it was used primary and secondary data, such as surveys to 275 tourists and semi structured interviews to five representatives of local and regional entities.

From the surveys it was concluded that traditional architecture is one of the primary motivations to visit the municipality of Santana, revealing that this type of architecture is the key factor of economic and touristic development of the municipality as well as of Madeira Island. In what concerns the interviews done to leaders of local and regional associations they considered the traditional architectural heritage a groundwork to a gradual growth of the island and highlighted the relevance of creating backgrounds for a sustainable relation between cultural tourism and this type of legacy of material nature.

Nevertheless, they were concerned with the effects of globalization in this kind of heritage and besides the increasing number of cultural motivation from tourists, there are still difficulties in convincing tourists to stay at Santana municipality for more than four hours. It is also needed a higher offer of services and a deeper interaction between local residents and tourists involving them in a more creative and memorable relationship. Their participation in the cycle of bread, in weaving, and in some agriculture works like wheat harvesting, or in a day life with the residents, could be good solutions to overcome seasonality and contribute to a more memorable experience. The organization of some workshops with local trainers, of some hours duration, could involve the tourist in the spirit of the place and reach a genuine co-creation with local community.

ID 67: The positioning of the Canary Islands and Cape Verde as sustainable tourist destinations: challenges and opportunities from the point of view of the SOTURMAC Project.

Jonay Izquierdo - Instituto de Energías Renovables de Tenerife. (ITER)

Mónica Alonso López - Island Energy Agency of Tenerife

María Delgado - Instituto de Energías Renovables de Tenerife. (ITER)

Erica Pérez - Agencia Insular de Energía de Tenerife, Fundación Canaria

María Iriarte - Instituto de Energías Renovables de Tenerife. (ITER)

The research found that, currently, the real situation of the Canary Islands and Cape Verde in relation to their sustainability prevents them from being considered “sustainable tourist destinations”. Therefore, there is a disharmony between this finding and some content included in their current brand strategies.

The research consisted of an approximate analysis of the degree of compliance with the Global Sustainable Tourism Criteria for Tourist Destinations (CGTS), a complementary analysis of the sustainability of tourism supply and demand in the two archipelagos, and a study of their current strategies for positioning and promotion. The results suggest that both destinations face a series of important challenges in order to be positioned and promoted as “sustainable”, beginning with developing true sustainability strategies that include the decarbonisation of the tourism sector in both archipelagos. This is the first investigation carried out on the performance of the CGTS in the case of the Canary Islands and Cape Verde, which can serve as the basis for further, more detailed, analyses.

ID 68: The consumed image. Evolution of the tourist postcard of the Taoro valley in Tenerife and its landscape variants in the digital era.

Pablo Miguel De Souza Sánchez - Universidad Europea de Canarias

Fermín Delgado Perera - Universidad Europea de Canarias

Lucía Pitters Pérez - Universidad Europea de Canarias

Jorge Heras Sánchez - Universidad Europea de Canarias

The postcard differs from the written letter in that it is not contained, it is itself franked and is a vehicle for both graphic and written information. Among its graphic contents, of interest is that which, being a postal instrument, exports the image of a landscape for commercial-advertising purposes, which in the long run has repercussions on the retina and returns as visits to that place, generating tourist income for those visits.

From an image constructed pictorially or elaborated photographically, this instrument of export of the image arrives to our days adapted by the new technologies of communication. From an image accompanied by text, we have gone on to different digital manifestations that, for the most part, do not cease to delve into all the possibilities and nuances that the original postcard acquires.

Currently, the Instagram app is probably the most powerful social network based on the consumption of images, and its extensive use of content includes those captures where the landscape itself becomes a product of consumption, export and even manipulation, and merchandise. Photos are taken with the same landscape in the background, stereotyping it, and potentially generating profits for the "Likes" it obtains. The image does not change, but the scale of the impact and the beneficiary does, even coexisting with manifestations that vary from the contribution to the construction of a fictitiously natural landscape, with which they exalt the value of the environment and its ecological qualities.

The objective of this work is to study the narrative and technical evolution, as well as the means and communicative support of the rural, landscape and traditional image of the Taoro Valley, communicated through tourist postcards and their digital derivatives. For this study, a historical and descriptive research methodology will be used, as well as a bibliographic review and images limited to the period and element in question.

A review limited to the specific case of the Taoro valley, will help us to glimpse the footprint left in the postal images, and allow us to study the background and cases of the image produced for a commercial purpose of tourism use. It will also help to define a classification of the concept of tourist postcard, providing arguments for understanding this phenomenon and proposing possible new ways to manage its use.

ID 84: The digital urban space in the XXI century and the waterfronts controversy in the generation of the tourist imaging of the Canary Islands.

Juan D. López Arquillo - Universidad Europea de Canarias

Cristiana Oliveira - Universidad Europea de Canarias

Esther Ferrer Román - Universidad Europea de Canarias

José Serrano González - Universidad Europea de Canarias

The coastal band of the coastal tourist territories (TTL) in the islands of the archipelago has an orographic characteristic that has had to be overcome by those population centers born in the lower limit of that band, against the coastline itself. These population centers are born as nodes of establishment and continental expansion, in foothills open to the ocean but connected to it, and with certain vegas near or accessible to the middle island, conditions that imply the basis of a near self-supply on which they could grow, said nuclei, gradually and without the need to phagocite surrounding territory.

This dynamic of interrelation between urban nucleus and possibilities of environmental and commercial support based on its nearby natural environment was radically interrupted during the developmentalism of the decades of the 60s, 70s and, especially, the 80s, decade in which a brutal morphological, urban and environmental transformation of these nuclei, which needed to assume an urban growth incompatible with the historical limits of these nuclei, in addition to requiring the conservation of the urban environment and architectural icons - castles, hills, churches, balconies - that prefigure the tasting at the tourist level of old scenes that are characteristic and enhanced as an icon of the insular coastal cities.

These environments in which the new tourist uses had no place were forced to generate growth space against the coastline, altering the immediate coastline by civil works and changing the dynamics of coasts for the generation of an urban edge space that constitutes a new waterfront, now for urban uses, generating together an urban pressure that the urban growth of the TTL implies. The paradigm shift of tourism associated with the consumption of merchandise to a tourism of cultural and ecological visit has facilitated, together with the implementation of ICTs in the exploitation and tourist enjoyment, that finally we can establish that the urban space is, in the 21st century, more than a physical space. The citizen's space is not just objective and external to the person, but is "attached to it", to their experience and their times.

This paradigm shift in the generation of the tourist landscape leaves without justification the continuity of growth models of the physical relation spaces of certain insular coastal cities exclusively against the ocean or against the nearby rural environment, when in fact it is precisely the edge condition which, in its immediacy, generates a landscape that is, by far, of an incredible power for the creation of the tourist image of the Canary Islands, both on a personal level, and for its dissemination. We have the opportunity, in this S.XXI, to promote smart tourism, precisely in respect to the contradictions and contrasts that generate greater power in fixing TTLs as a personal landscape for tourists, taking advantage of new technologies as true possibility of growing urbanistically because of new tourism in the marine edge territories of the city in a reasoned and sustainable way.



ID 23: The attitude of the host population in overcrowded tourist destinations: the case of Mallorca

Luciana Melo Pereira - Escuela Universitaria de Turismo Felipe Moreno

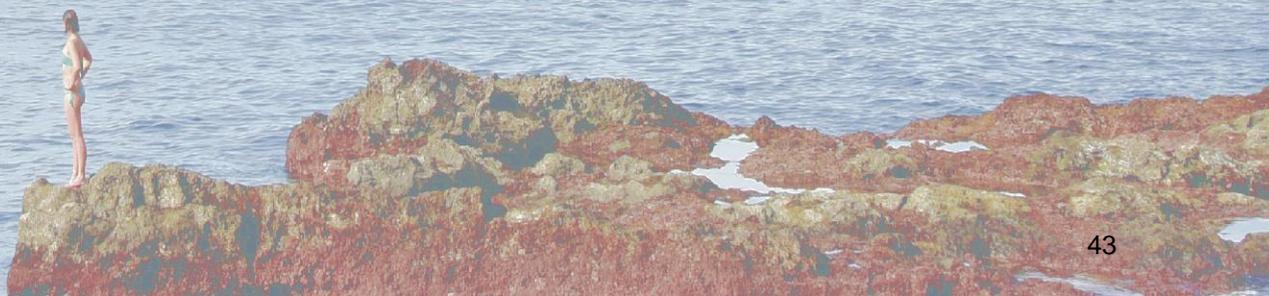
Margarita Barrera Cañellas - Escuela Universitaria de Turismo Felipe Moreno

Javier Franconetti - Escuela Universitaria de Turismo Felipe Moreno

The main objective of this study is to analyze comparatively the public policies for historical and cultural heritage conservation and use in Natal, Brazil and Palma de Mallorca, Spain, from tourism governance perspective. The use of historical and cultural heritage for tourism purposes in line with public conservation policies has been the subject of numerous discussions. Generally, in tourism development plans or projects, the public sector has to consider various components and determining factors when planning implementation and effectiveness of them. Coordinating public policies related to the historical and cultural heritage conservation and use with the network of actors involved in the tourism sector, including the local population, is one of the main challenges to which traditional management systems can not cope.

This is where the key concept, action form that is essential when developing innovative tourism plans or projects, arises: tourism governance. For Ruano de la Fuente (2002), tourism governance is based on satisfying the interests of all the entities involved in tourism, including the local population, a great one forgotten on numerous occasions in such initiatives, perfecting the communication between all of them. In this way, it is possible to obtain greater unity among all public administrations involved in tourism development plans or projects and all the companies that compose it, such as hotels, travel agencies, tour operators, restaurant companies, among others, that show interest or need to participate in this plan or project and that are directly or indirectly affected by what in it is concerned. In this scenario, this study qualitatively analyses the public policies for historical and cultural heritage conservation and use in Natal, Brazil and Palma de Mallorca, Spain, in view of a comparative study of cases from the perspective of tourism governance. In this way, study data were obtained through literature and documentary research.

The discourse analysis method was used as an analytical resource for reading the documents in support of tourism promotion and conservation heritage assets in the investigated historical and cultural sites. Public policies, in view of their regulatory function, when properly prepared, are able to preserve and democratically manage the public space, ensuring the opportunity for social exchange, cultural, political and sustainable tourism in contemporary societies. Therefore, tourism governance becomes a key element in the tourism participative management, targeting the interests of all involved, including the local population. However, the main result obtained in this study was the government inefficiency in democratically managing the historical and cultural heritage conservation and use in Natal, Brazil and Palma de Mallorca, Spain, in the public policies to encourage tourism framework. The local population seems to be excluded from the decision-making processes that, in short, have an interest focused purely on tourism economic benefits, which goes against the assumptions of tourism governance and the activity sustainability



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