

Handbook of Research on Resident and Tourist Perspectives on Travel Destinations

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This chapter presents a case-study of tourism gentrification in a fishing town in Algarve, South Portugal. Olhão is a former industrial city that saw much of its fishing industry disappear since the 1980s. Over the last few years, hundreds of foreigners have moved into its historic centre. This rapid influx of citizens to derelict neighbours mostly comprised of old retirees and few active fishermen prompted a gentrification process. Olhão now faces the threat of mass displacements of its older and most vulnerable citizens, a fact that is worrying the foreigners that criticize the touristification of the city, with rents at historical highs and landlords forcing out the Portuguese residents in order to promote short-term rentals to tourists. The chapter presents the results obtained from an extensive mixed-methods research, ending with some notes about the future of the city and the implications that can be taken from this case.

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Tourism promotes the interaction of visitors with destination places and their communities, resulting in a set of impacts for the local population. Although traditionally no major environmental damage due to tourism in general, and hospitality, in particular, has been recognized, as the concept of sustainability develops, its negative impacts are becoming evident. As the hotel sector is one of the most important components of the tourism offer, minimizing its environmental impacts plays a fundamental role in the sustainability of tourist destinations. Since Algarve is one of the top 20 travel destinations worldwide, the present study aims to identify the environmental behaviour of the hotels in the region and thus evaluate their contribution to the sustainability of this tourist destination. In the empirical analysis, statistical techniques such as principal components and cluster analysis were used, and the results allowed the identification of three groups with different environmental behaviours.

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The main aim of this chapter is to propose and test a model to reflect on the factors that, associated with the tourist development of a destination, are perceived by the local community to be influential at the personal and collective level, as well as to what extent they impact people's satisfaction with the community they belong to. An enclave with a fishing tradition in the province of Huelva (Spain) was selected for primary data collection. PLS technique was used for hypotheses testing. It is concluded the contingent nature of the categorisation of the impacts with an influence on the local community's perception of tourism development, in addition to the inexistence of a direct relationship between the perception of the impacts on a personal level and residents' satisfaction with their community, although an indirect relationship exists through the perception of the effects on the town as a whole.

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This study aims to identify the factors that influence subjective well-being and their support for tourism development. The questionnaire was first designed and distributed online to residents in Alxa. Data were analysed, and the results indicated that positive economic impacts, positive socio-cultural impacts, and positive environmental impacts influence subjective well-being. Residents' perceived negative economic impacts and negative environmental impacts influence negatively their subjective well-being. Also, positive environmental impacts of the tourism development are the most significant factor that affects residents' subjective well-being. Furthermore, subjective well-being was also found to positively influence residents' support for the tourism development in Alxa. Ultimately, based on the findings, this study proposed and discuss both theoretical and managerial implications, as well as the limitations and directions of further studies.

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The present study aims to examine residents' support for sustainable tourism. Karuizawa town was selected due to the increasing number in both domestic and foreign visitors, as well as the existence of seasonal residents. Residents' participation in tourism and their support are vital for sustainable tourism. In doing so, this study primarily used the theory of reasoned action, social exchange theory,

and emotional solidarity to examine residents' support for sustainable tourism. Data were collected using qualitative approach, and semi-structured interviews were adopted to explore the relationship between theoretical frameworks. Twenty participants were selected by non-probability sampling to examine differences among residents in tourism-related businesses and those who are not, and among permanent and seasonal residents. Deductive thematic analysis was chosen because of the ability to produce themes from theoretical frameworks. Lastly, an in-depth discussion, as well as theoretical and managerial implications are offered along with the limitations and avenues for future studies.

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This chapter explores how local community involvement contributed to reviving cultural and natural heritage as assets for sustaining tourism on a small offshore island in Hong Kong. Yim Tin Tsai is a village established by the Hakka Chan clan and the main economic activity was salt production in the past. After the village became deserted due to villagers' migration, the existing salt fields were revived by the community. This process has increased the interest of visitors to travel to the village to experience the cultural, religious, and natural heritage of the destination. This case study combines in loco observations, interviews with key stakeholders on the island, and consultation of secondary sources. Opportunities and challenges regarding community involvement in tourism and its contribution to the conservation of tangible and intangible heritage assets of this offshore island are discussed.

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The purpose of this study is to examine residents' support for tourism development in South Korea by the lens of social exchange theory and theory of reasoned. Random sampling strategy was used to collect South Koreans residents' opinions about the perceived impacts of tourism and their level of support for tourism development. Data were collected online using a questionnaire a link was sent to residents in South Korean through several social media platforms, and 693 respondents answered the questionnaire. By using regression analysis, the findings showed that residents who perceive positive impacts of tourism more than negative impacts are more likely to support tourism, while those who perceive more negative impacts of tourism are less likely to support tourism. Both personal economic benefits and community attachment were found to be important determinants of residents' perception and support toward tourism. Both theoretical and managerial implications are discussed, as well as the limitations and recommendations for future studies.

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This study examines residents' attitudes towards sustainable tourism development in Timor-Leste, a new country that is also in the initial stages of tourism development. In particular, this study intends to understand whether residents with different roles and responsibilities (ordinary residents and residents as leaders in the public, private sectors, and NGOs) have different attitudes about the development of sustainable tourism. In order to accomplish this goal, the sustainable tourism attitude scale (SUS-TAS) is applied. Results have shown that 'ordinary residents' as well as residents with leadership responsibilities in the community are very positive and supportive of tourism development. These results are encouraging for the development of tourism in this country and should be considered by the government, private sectors, and NGOs to promote tourism industries as a contribution to the sustainable development of Timor-Leste.

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The experience economy captivated the attention of academia and industry managers regarding how to engage and create memorable experiences for customers. The extensive literature developments in recent decades reinforced the need for a timely review of how the main concepts of the experiential marketing construct apply to the tourism industry. This study presents a narrative literature review to provide an overview in an attempt to find common ground, identify potential gaps, and provide suggestions for academia and tourism managers. The chapter provides value by discussing the key topics within marketing and tourism.

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This chapter explores a conceptualization of the elements that create a memorable tourism experience – senses, emotions, and memories. A comprehensive and coherent theoretical model is established to explain the complexities involved in the tourism experience creation (tourism experience relational model) and in the memorable tourism experience (conceptual model). The data suggest that, first, the senses developed an important role in the experiential stimuli perception; second, the emotions are fundamental to these experiential stimuli understanding and meaning creation, and third, memory is essential in the codification and storage process and anticipation of meaningful information to future experiences. The conceptual model is based on the five senses (sight, smell, taste, hearing, and touch), three positive emotions (joy, love, and positive surprise), and two memorable elements (recollection and vividness). Future research opportunities in the memorable tourism experience are explored, such as the relation between the sense, emotions, and memories.

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This chapter explores the concept of cultural event experience, as the interaction between an individual and the cultural event environment, altered by the level of engagement with multiple experiential elements and outputs, measured in four dimensions: experience novelty, affective engagement, cognitive engagement, and conative engagement. The purpose is to test the event experience scale (EES) as a valid measurement instrument for cultural event experiences, producing valuable insights for stakeholders and marketing management teams. The empirical study lays on a program of cultural and artistic events, the “365 Algarve,” which was launched in a bottom-up approach to involve residents and local cultural groups to increase territory cohesion and to reinforce the brand image of Algarve. Using a sample drawn from the attendees present at those events, the results confirm the validity of EES with a new dimension emerged: experiential learning. The study reveals a possible new measurement instrument, the cultural event experience scale (CEES).

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Tourists' Awareness of World Heritage: The Case of Tourists Visiting the Algarve (Portugal)..... 249

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This chapter offers an in-depth analysis of cultural tourism and namely of tourists' awareness of Portuguese World Heritage (WH). In accordance, firstly, there is the discussion of a theoretical framework associated to a cultural role and cultural identity in the sustainable development of tourism is presented. Secondly, it follows a case study approach based on the evaluation of Algarvian tourists' awareness of Portuguese WH. A questionnaire was applied in the Algarve region with the aim to determine the importance of cultural motivation and the level of knowledge regarding Portuguese culture by tourists. The results of this exploratory analysis underline the growing importance of cultural motivation and the recognition of culture's importance in the sustainable development of destinations. However, it also shows the low level of cultural motivation by Algarvian tourists as well as the low level of Portuguese WH knowledge, namely by foreign tourists. Nationality, age, academic background are key variables in tourism knowledge about Portuguese culture.

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Creative Tourism as an Inductor of Co-Creation Experiences: The Creatour Project in the Algarve..... 269

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Creative tourism is characterized by the opportunity that gives visitors to develop their creativity through active participation in learning experiences that are characteristic of their destination. That implies a relationship between visitors and residents in which the exchange of knowledge is central. Being an interactive process, the learning and doing of a creative tourism activity is an exercise of self-affirmation that expresses the creative potential of each participant. That is to say, creative tourism experiences are co-created by tourists and their hosts. Tourists and residents are co-designers in creative tourism, as the CREATOUR experiences prove. In this chapter, the authors intend to present the project activities in the Algarve. After contextualizing co-creation within the creative processes, their research is centred on the creative experiences and discusses the opportunities resulting from co-created activities. They also look at the survey applied to the participants in the experiences to better understand their feelings towards co-creation and creative processes.

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Operant Resources of Young Independent Travelers 286

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In this chapter, the construct of operant resource is explored in the context of young independent travel. The main purposes of the study are to analyze young travelers' perceptions about independent travel and operant resources that contribute the most to its success. A qualitative design was adopted, given the explorative nature of the research. Online semi-structured interviews were conducted to a sample of young travelers, using the snowball sampling procedure. Qualitative data analysis was conducted subsequently and main findings indicate that freedom, being in control, and authenticity are predominant feelings within this sample. They also show that most valued operant resources in the context of independent travel are informational and human. Conclusions drawn contribute to a better understanding of independent travel by youths and may help tourism businesses and destinations to strategically approach this market segment.

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The Unfolding Theories on Destination Image, 1990-2020: A Content Analysis Approach 313

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This chapter examines a 30-year collection of tourism destination image (TDI) components and scale attributes sourced from tourism and hospitality studies to assess the scientific field at hand. From the 1990s, it was clear that cognitive, affective, and overall (holistic) images were involved in destination image formation. Cognitive psychology is crucial to explain tourists' behaviour, but tourism studies are not simply a branch of cognitive psychology. This study taps into the multidisciplinary character of destination image. At stake are propositions and theories applicable in tourism such as the theory of self-congruity, self-concept, brand signal theory, destination source credibility, novelty seeking theory, and brand equity theory. The intention of the present chapter is to map its theoretical ground and underlying hypotheses by means of a systematic literature review and point out sub-studied dimensions of TDI.

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Insular Tourism: Profile and Consumption Patterns of an International Football Event Held in Madeira Island 339

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This chapter aimed to analyse the profile and patterns of consumption of non-resident spectators of a sporting event that took place in an insular tourist city: Funchal (Madeira Island, Portugal). Data collection was performed at the entrance of the football stadium where 108 (n) spectators were randomly surveyed. Data were analysed based on descriptive and inferential statistics. Results showed that on average, each tourist spent 231 euros in the city; the highest cost was due to accommodation and secondly to tickets; ‘arrival time at the stadium’ was the variable that most positively influenced the total expenditure; individuals with higher education/wage levels had a greater predisposition to spend more money on food/drink and accommodation. As spectators’ opinion on the city/stadium showed high levels of satisfaction, the event improved the visitors’ perception and image of the city. This study highlights how sporting events can increase the insular tourism. Future research should replicate this study in similar events hosted in comparable destinations.

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Tourism and Sex Outside the “Sex Tourism Paradigm”: Tourists’ Perspectives and Practices in a Sun and Beach Destination 361

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The relationship between tourism and sex has been intensively explored over the past decades. The great majority of the studies examining this relationship focus disproportionately on commercial sex tourism as if all the sexual encounters in tourism context are related to prostitution, commercialization, trafficking, inequalities, and disrespect for the human rights. Despite these contributions, the purpose of this chapter is to show that most of the romantic and sexual encounters that occur in a tourism setting are positive, gratifying, and nonpecuniary. Therefore, these relationships should be analyzed outside “sex tourism paradigm.” Results from 29 in-depth interviews with tourists in the Algarve (South Portugal) confirm the strong relationship between holidays and romantic and sexual behaviors, due to the liminal nature of tourism. In addition, results show different perspectives and behaviors according to gender, due to the continuous sexual double standard.

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Electronic Games as a Touristic Promotional Tool 389

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According to the World Tourism Organization (UNWTO), in 2017 tourism had the greatest international growth in seven years, and in 2018, international tourism grew 5% reaching the mark of 1.4 billion, a figure reached two years earlier than predicted. At the same time, in the last 40 years, the video game industry has grown steadily, with games beginning to be seen as one of the primary sources of entertainment. However, there are still few studies analyzing the impact of advertising tourist destinations on digital platforms such as video games. The use of video games in the tourist context may be an inspirational tool, supporting the development of new advertising strategies for tourism marketing. Although the connection between tourism and cinema is widely documented, little research has demonstrated a credible correlation between video games and tourists’ attitude towards destinations.

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A Content Analysis on Child-Friendly Hotels as an Emerging Concept in Tourism Marketing..... 419

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Children have been an interesting topic in the marketing literature both as consumers and influencers. Some studies claim that children might have an influence for buying decision of household products and services, even if for those which are not directly targeting them. This study is based on web information of 89 hotels, which were categorized as child-friendly on third-party hotel review websites. Through a measurement scale, adapted from similar several studies, the child-friendly characteristics of sample hotels were explored. Measurement scale consists of 35 items and five dimensions. According to the findings, the availability of these dimensions are ranked as (1) entertainment-related services, (2) food and beverage services, (3) room-related services or facilities, (4) other services, and (5) baby-related services in a descending order. It is believed that findings of this study will contribute to related literature and will give practical information to tourism decision-makers.

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