

ANÁLISIS DE LA SOSTENIBILIDAD EN EL TURISMO: NUEVOS ENFOQUES

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INTRODUCCIÓN

- Enfoque Tradicional: Medición de la Sostenibilidad Turística mediante un Sistema de Indicadores
 - Nuevos Desarrollos: Stakeholder Theory – Social Impacts of Tourism -- Role of Local Community
1. Impactos del turismo y sostenibilidad: Cultura local – Estandarización – Host-Guest Interactions
 2. Perfil del turista cultural y su potencial contribución a la sostenibilidad del destino turístico
 3. El papel de la comunidad local y la sostenibilidad turística: Comunidades Rurales y Turismo Comunitario

I. IMPACTOS DEL TURISMO

- El impacto del turismo es elevado actualmente
- 1400 millones ITA + \$1700 billones ITR 2018
- La industria turística crece por encima de la economía mundial desde hace más de 20 años
- Crecimiento Renta pc mundial + incorporación a la clase media en países en desarrollo (China, Asia, Eastern EU, LA)
- Se abren nuevos destinos y los destinos tradicionales van superando su “capacidad teórica de carga”
- Nuevas Plataformas desarrollan Nuevos Mercados y Oportunidades de Consumo: Airbnb, Booking.com, Expedia.com, Trip Advisor....
- Efectos sobre el destino: Congestión – Precios – Overtourism - Estandarización – Impacto sobre cultura local
- Efectos sobre el residente: Vivienda – Gentrificación – Accesibilidad – Space sharing – Oferta comercial local – Impacto en la vida diaria



1.4 billion

Total international tourist arrivals

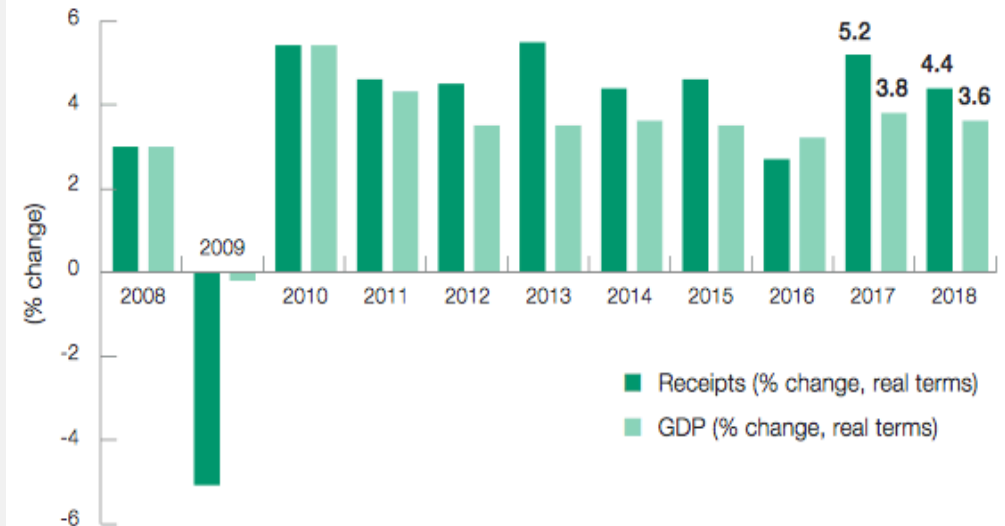


USD 1.7 trillion

Total international tourism exports

(International tourism receipts + passenger transport)

Revenues from visitor spending have grown faster than the world economy

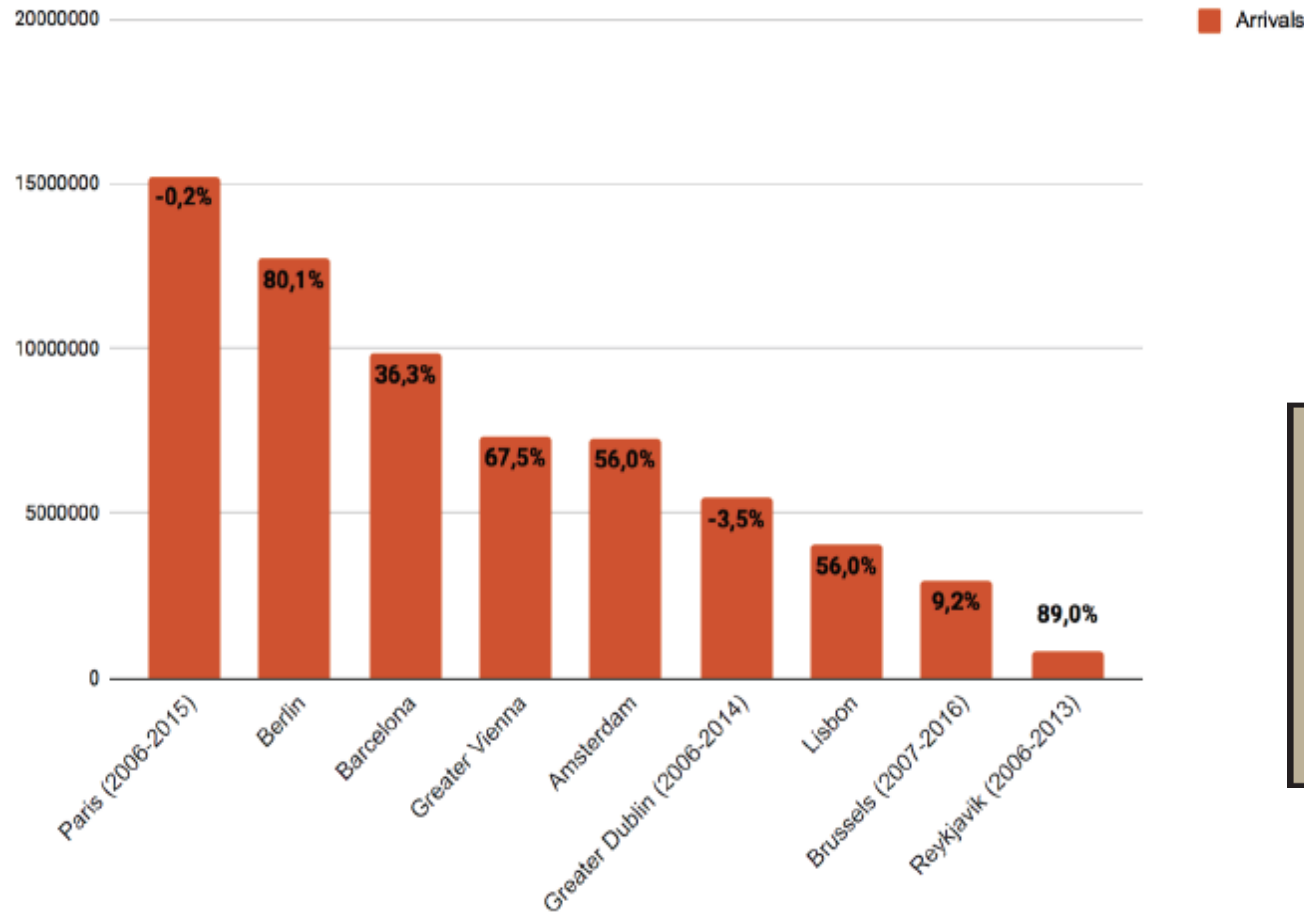


International tourism receipts and world GDP (% change)

Source: World Tourism Organization (UNWTO) and International Monetary Fund (IMF), July 2019.

OVERTOURISM

Tourist Arrivals in 2016 and Growth Rate 2006-2016 (Source : TourMIS)

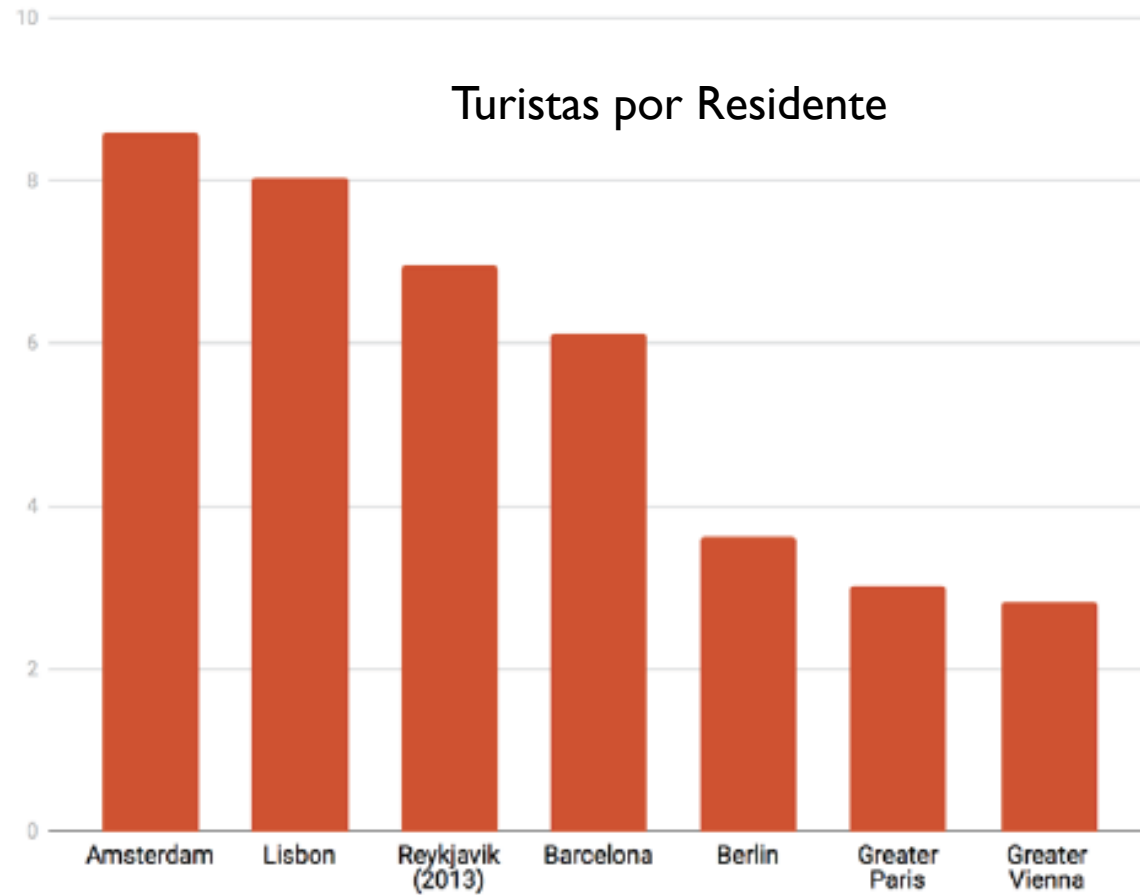


Over-tourism is characterised by high concentration of tourists in specific urban areas, like historical or commercial centres, iconic attractions, etc. This overconcentration of visitors saturates public urban spaces, creates mobility difficulties, transforms local shops and services towards tourism services and alters the quality of life of the inhabitants.

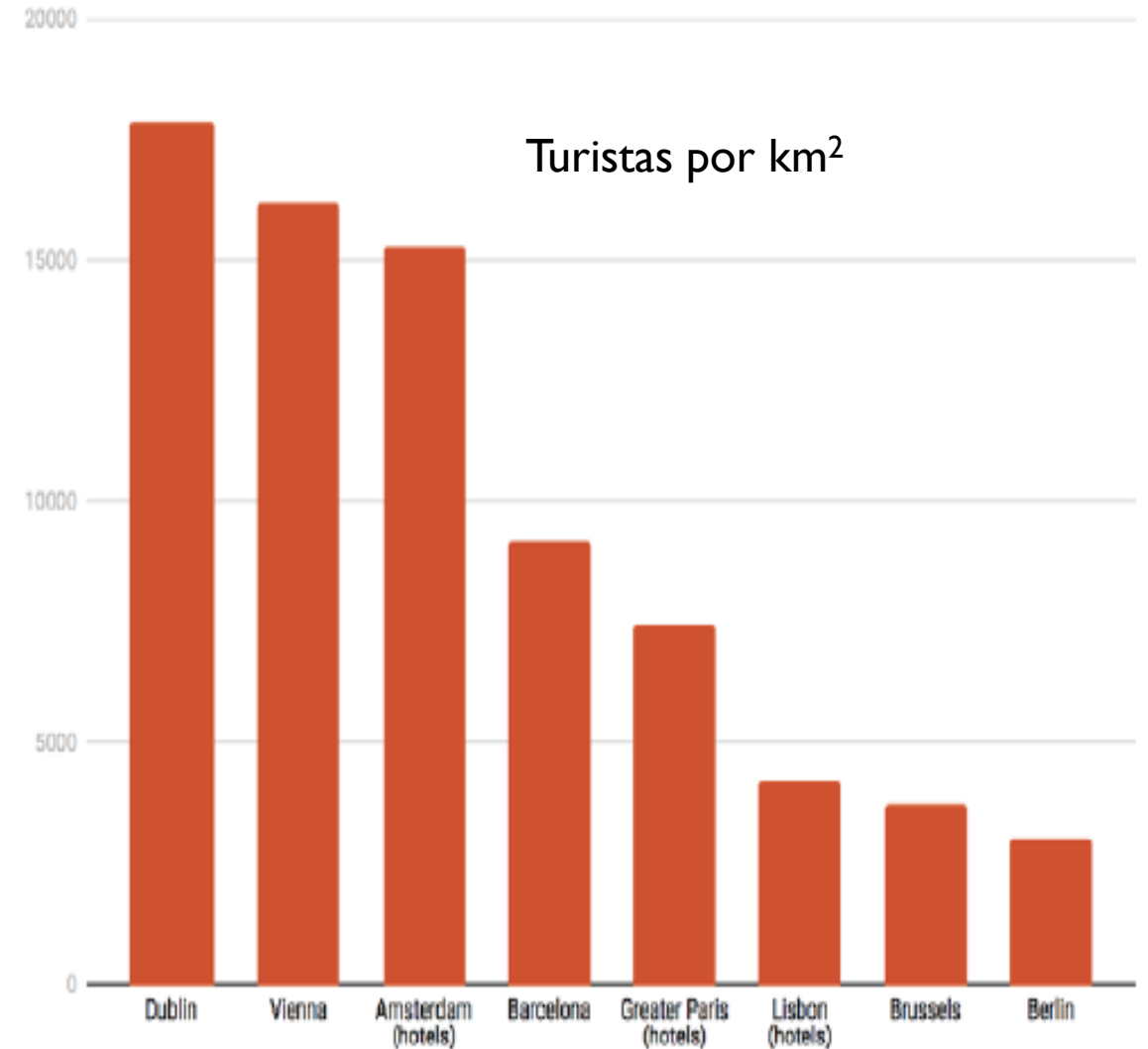
Gentrification occurs when local residents are expelled from their original neighbourhoods due to a rapid increase in the price of houses, services and shops. This is usually caused by new actors investing massively in attractive urban areas such as hotel chains, office promoters, “vulture funds”, private accommodation platforms, among others.

OVERTOURISM

Tourism Intensity (2) (Source : TourMIS)



Tourism Density (Sources : TourMIS, Eurostat)



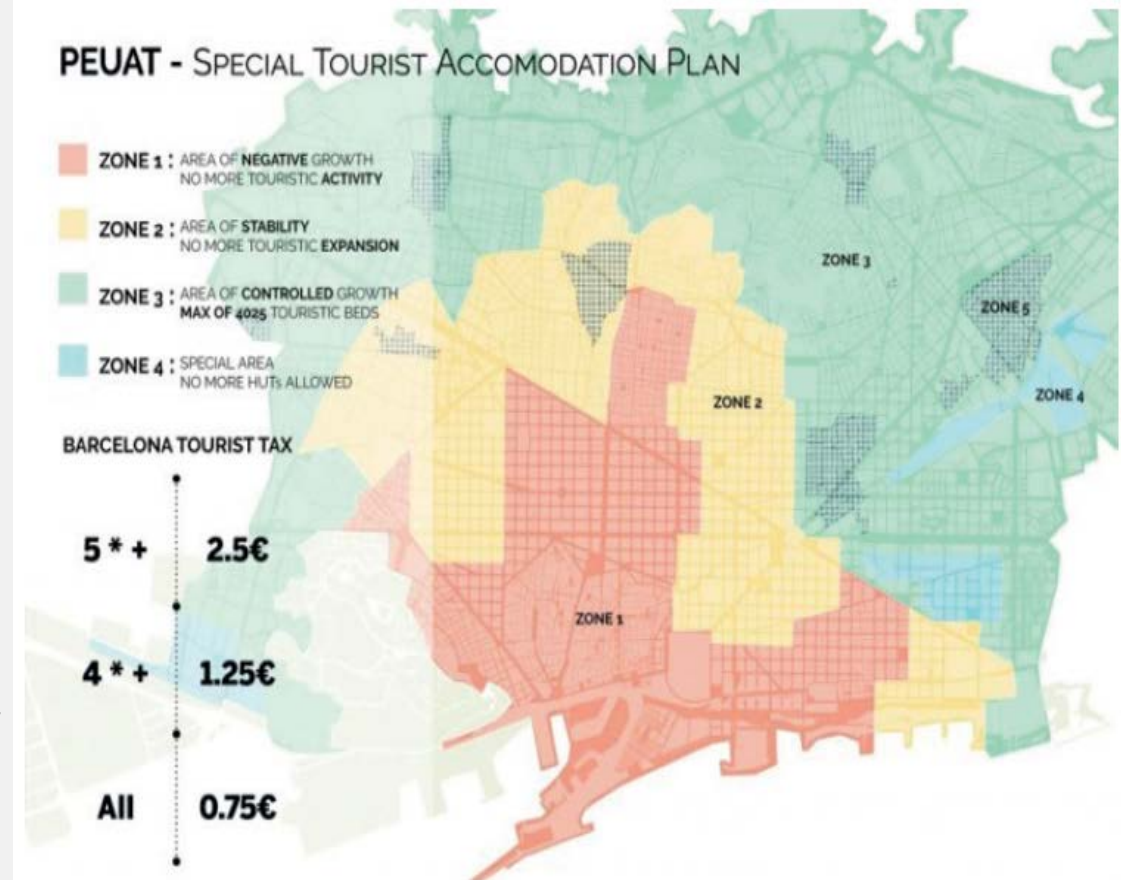
HOST-GUEST INTERACTIONS + LOCAL INVOLVEMENT

Involvement de los Residentes y mejora de la Sostenibilidad Turística de Destinos Populares

Berlín – Amsterdam – Viena – Lisboa :

- Eventos con residentes y turistas
- Extensión de los beneficios económicos del turismo sobre la población local
- Aumento de oportunidades de ocio en la ciudad
- Señalización zonas centro-ciudad y apertura nuevos barrios al turismo
- Limitación de algunos efectos negativos del turismo: planificación urbana – consenso sector – regulación
- Algunas prohibiciones: cruceros en Venecia - tasa turística – guías urbanos para los turistas – Barcelona (nuevos hoteles-limitación cruceros-nuevos barrios turísticos)

Image 3: Barcelona tourist accommodation plan and tourist night tax (IAAC, 2017) ³⁹



City	Sustainability issues identified
Barcelona	Use of infrastructure, overcrowding, gentrification and rising prices
Paris	Population density, alternative tourist accommodation
London	None
Lisbon	None
Copenhagen	Increase in tourism may be at the expense of locals
Dublin	None
Brussels	None
Reykjavik	Tourism creates pressure on local infrastructure
Berlin	Overcrowdedness, gentrification and rising issues
Vienna	None
Amsterdam	Need for balance between residents and visitors, Increasing urbanization

Source: *Report on Urban Tourism Policy and Sustainability*, Eco-Union, May 2018. www.ecounion.eu

Type of instrument	Goal	Example of cities
Regulatory : Land-use planning (Accommodation spatial planning)	Reorganize the urban space by identifying areas with specific needs	Hotel Plan Amsterdam, PEUAT, Paris Hotel Plan
Regulatory: Tourism Accommodation Supply Laws	Laws and regulation that impose binding limits to tourism practices	Berlin, Barcelona (National Law of Urban Leases), Amsterdam (Short Stay Policy), Paris (ALUR Law)
Knowledge instruments	Foster knowledge and increase the capacity of governments to design efficient policies	Barcelona (Reviewing deconcentration strategy)
Incentives and subsidies	Non-binding instruments to influence the behaviour of different actors	Barcelona (Biosphere certification), Bruxelles (Eco-dynamique label)
Improving Relations with Stakeholders	Instruments that improve collaboration between city departments and external stakeholders	Barcelona (tourism city council)
Communications and awareness	Communicating sustainability issues for the industry or the visitors	Bruxelles (Greeners, Sustainable Meetings), Copenhagen (Shareability is King and People-Based Growth initiatives) Barcelona (Airbnb Illegal Accommodation)

HOST-GUEST INTERACTIONS + LOCAL INVOLVEMENT

Involvement de los Residentes y mejora de la Sostenibilidad Turística de Destinos Populares

Berlín – Amsterdam -- Viena – Lisboa – Barcelona -- Paris -- London:

Participation of stakeholders

Tourism strategic plans now also include private actors who participate in the drafting process and take part in the deliberations as stakeholders. Involving these actors in the plans allow them to be more comprehensive and to ensure closer cooperation between the public, social actors and the private sector, as a diversity of actors is essential to understand the (non-economic) needs and constraints of the city.

-**Planning stage:** Paris has created *Destination Paris*⁴⁰, a group that unites 400 professionals from the tourism industry and social agents from the city to participate in drafting the current strategy plan. Similarly, other destinations have engaged diverse stakeholders during the planning and implementation stages.

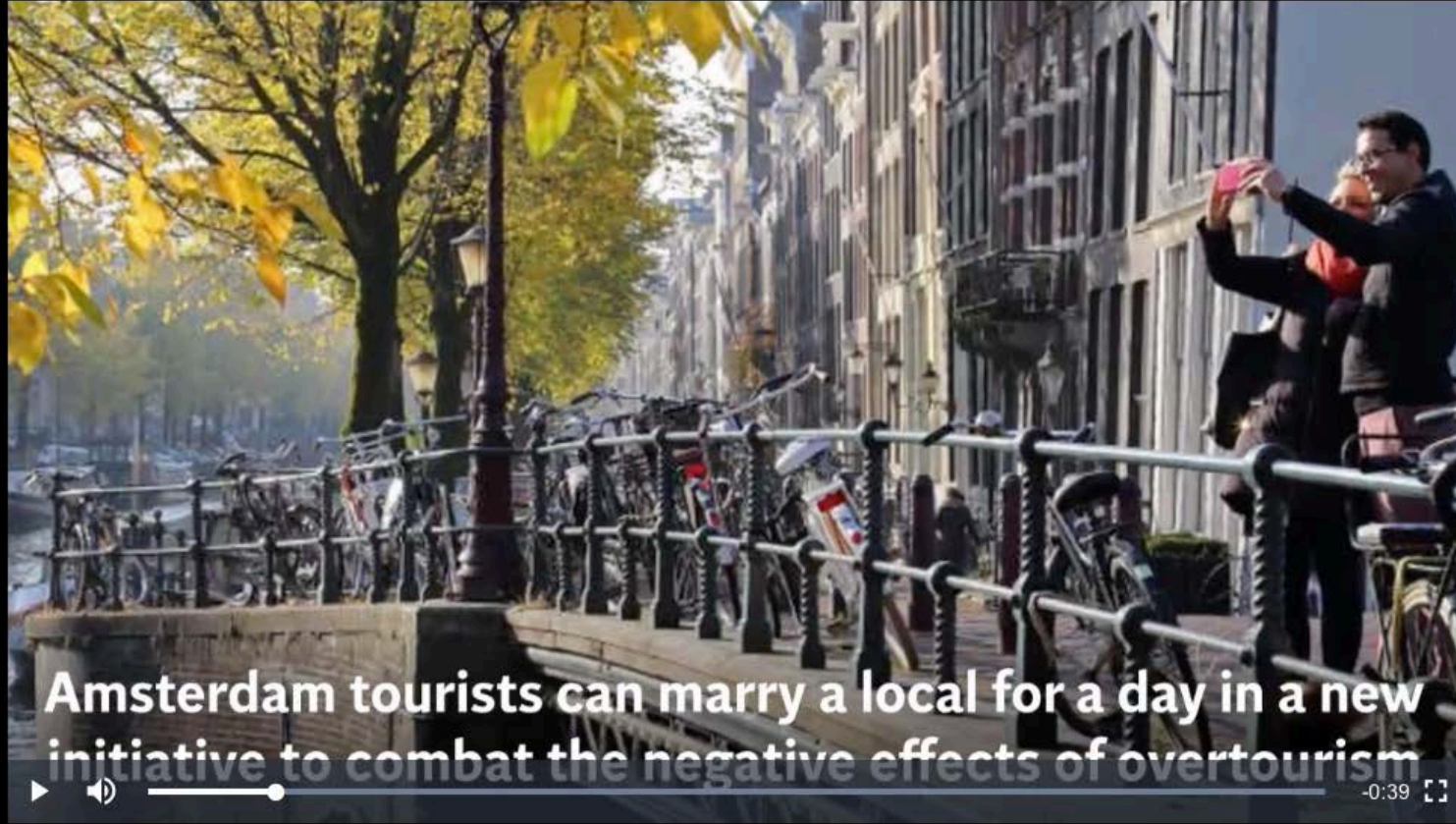
-**Implementation stage:** Barcelona has launched the *City and tourism Council*⁴¹, a multi-stakeholders committee to discuss and monitor the city's tourism plan. The novelty of this instrument is that civil society groups are predominant.

LOCAL INVOLVEMENT + HOST-GUEST INTERACTIONS

Aportaciones de la interacción Residente – Turista:

- Aumentar la conciencia del impacto por parte de los turistas
- Encuentros casuales iniciales en eventos o a través de plataformas locales de contactos host-guest
- Mejora la experiencia turística local
- Desarrolla lazos personales entre visitantes y turistas
- Repeating Tourism and Sustainability (on-going *PhD Project*)





Amsterdam tourists can marry a local for a day in a new initiative to combat the negative effects of overtourism

TOURISTS CAN 'MARRY' A DUTCH LOCAL IN NEW TOURISM INITIATIVE

The "wedding" is part of a new tourism initiative designed to smooth relations between locals and visitors

<https://www.independent.co.uk/travel/news-and-advice/amsterdam-marry-tourist-local-dutch-untourist-guide-a8938386.html>

The intensity of tourist-host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel

Article in [Tourism Management](#) 21(4):395-406 · August 2000 with 317 Reads 

DOI: [10.1016/S0261-5177\(99\)00085-0](https://doi.org/10.1016/S0261-5177(99)00085-0)

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Abraham Pizam

140.36 · University of Central Florida



Natan Uriely

29.19 · Ben-Gurion University of the Negev



Arie Reichel

31.87 · Ben-Gurion University of the Negev

Abstract

The results of a study conducted among 388 working tourists in Israel demonstrated that the higher the intensity of the social relationship between hosts and working tourists, the more favorable were the tourists' feelings towards their hosts, and the more positive was the change in attitudes towards hosts and the destination. Furthermore, it was found that the higher the intensity of social relationship between hosts and tourists, the higher was the satisfaction of these tourists with their stay and experience. Those who had the most intense social relationship with their hosts — namely the Kibbutz tourists — had the highest positive feelings towards their hosts and also experienced the highest positive change in attitudes towards them and the destination. On the other side, those who had a more superficial social relationship with their hosts — namely Moshav and City tourists — had the lowest positive feelings towards their hosts and experienced the lowest positive change towards them and the destination.

Artal-Tur, A., Sánchez-Casado, N. & Osorio-Caballero, M. (2019). "Host-Guest Relations: Cultural Tourists in Iran". In Correia, A. & Kozak, M. (eds.). *Experiencing Persian Heritage: Perspectives and Challenges*. London: Emerald Pub. Ltd.

EXPERIENCING PERSIAN HERITAGE

Perspectives and Challenges

Edited by Antónia Correia,
Metin Kozak and Ana Isabel Rodrigues

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Recognizing the increasing gap between what is researched in academic community and what is practiced in industry, this series aims to bring together academic and industry leaders in their respective fields to discuss, exchange, and debate issues critical to the advancement of tourism. The book series intends to not only create a platform for academics and practitioners to share theories and practices with each other, but more importantly, to serve as a collaborative venue for meaningful synthesis.

Each volume will feature a distinct theme by focusing on a current or upcoming niche or "hot" topic. It shows how theories and practices inform each other; how both have evolved, advanced, and been applied; and how industry best practices have benefited from, and contributed to, theoretical developments. Volume editors have both strong academic credentials and significant consulting or other industry engagement experiences. Chapter contributors will be identified through professional conferences and trade conventions. In general, the book series seeks a synergy of how concepts can inform actions, and vice versa. The book series will inspire a new generation of researchers who can translate academic discoveries to deliverable results valuable to practitioners.

Correia, A., Serra, J., Artal-Tur, A. (2017). Steady tourists' relationship with a mature destination: the case of Portugal. *Tourism Economics*, 23(4), pp. 803-815.

Tourism Economics

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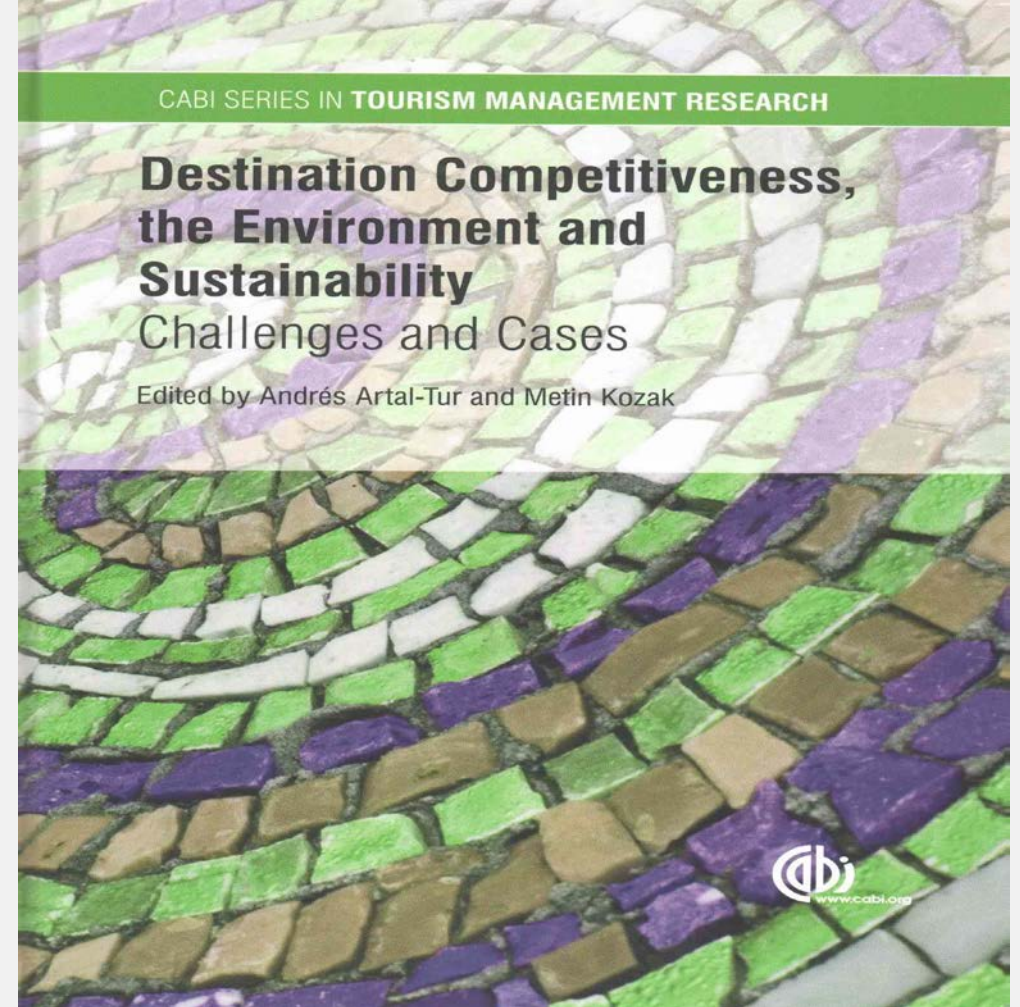
Steady tourists' relationship with a mature destination: The case of Portugal
Antónia Correia, Jaime Serra, Andrés Artal-Tur
First Published September 21, 2016 | Research Article | Check for updates
<https://doi.org/10.5367/te.2016.0563>
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Abstract
This article assesses how the last-visit features and the socio-demographic profile of tourists moderate repeat-visit patterns to Portugal, a mature destination where the persistence of loyal visitors has made its mark on tourism development. The methodology used is a survival analysis to assess the tourists' repeat patterns. To test the model, a database of 4612 observations was employed, which was obtained from a survey of international tourists. Only repeat visitors with more than two visits over the years were considered for the purpose of the research. The study finds that a combination of socio-demographic characteristics, expectation/satisfaction, trip purpose, pull motivations and regional destination has a positive effect on repeat patterns, confirming that tourists' willingness to repeat visits to Portugal is far from ceasing. Based on those tourists to Portugal who declared when they started to visit the country, and the number of years of their repeat visits, the article contributes to the literature by introducing new methods of assessing tourists' repeat patterns for destinations.

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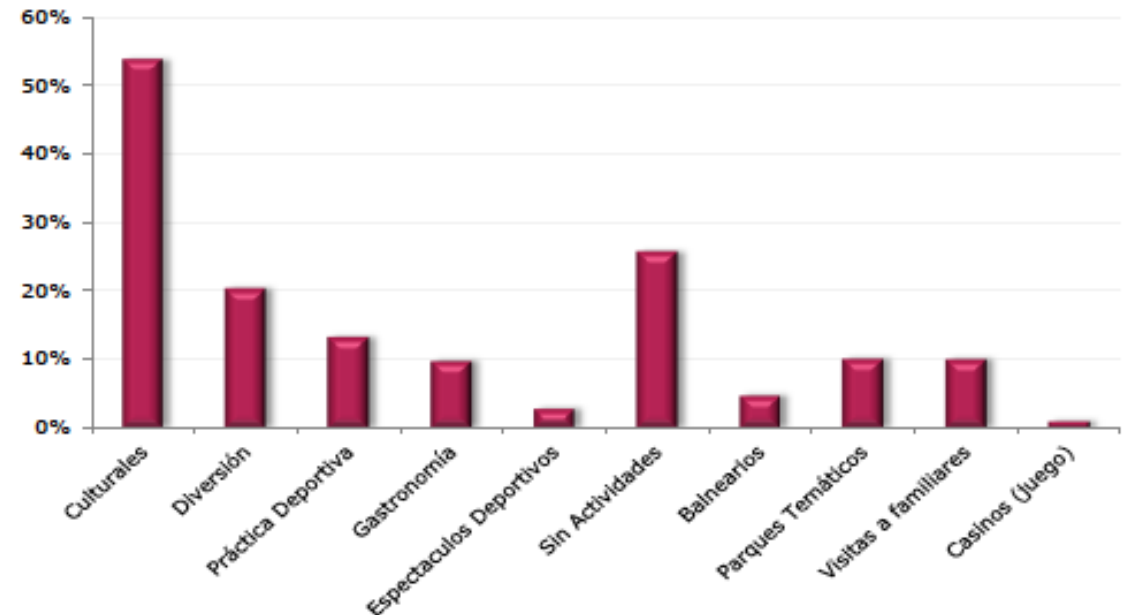
Artal-Tur, A. & Kozak, M (2016) (eds.). *Destination Competitiveness, The Environment, and Sustainability: Challenges and Cases*, Oxfordshire: CAB International Publishing. ISBN: 978-1-78064-697-8.

2. CULTURAL TOURIST AND SUSTAINABILITY ISSUES

- Culture is one of the **preferred activities** of tourists in Spain and Europe.
- Cultural tourism can be a good instrument to improve **the sustainability** of destinations.
- We seek **to improve our knowledge** on cultural tourists visiting Spain.

Actividades realizadas por los turistas en sus viajes a España.

Porcentaje sobre total y variación interanual (%). Año 2012.



Fuente: ITE. Encuesta de Gasto Turístico (Egatur).

2. CULTURAL TOURIST AND SUSTAINABILITY ISSUES

Specific contributions of Cultural Tourists to Destinations?

- Profile
 - Expenditure
 - Stay pattern
 - Satisfaction
 - Long distance + First comers
-
- For the case study of Spain, general results have shown the leading role of culture in attracting **long-distance (extra-EU) visitors**, as well as **new (first-comers) tourists** to this area. Desirable characteristics of cultural tourists for destinations include a **higher level of studies and income**, more presence of **female and young** people, **longer stays** and total expenditure, and **higher levels of trip satisfaction**.

Table 10: Factors driving the probability of being a cultural tourists

<u>Origin country (EU countries)</u>	cultural visits	cultural events	other cultural activ.	visits plus events
Canada	0,2023	0,0728	0,0361	0,0709
Japan	0,1669	0,0908	0,0313	0,0817
USA	0,1779	0,0773	0,0241	0,0698
Rest of Europe	0,0934	0,0456	-0,0108	0,0461
Rest of the World	0,1728	0,1343	0,1185	0,1210
<u>Level of Studies</u>				
Primary	-0,1266	-0,0411	0,0287	-0,0381
Tertiary	0,0462	0,0249	0,0228	0,0220
<u>Age</u>				
15-24 years old	0,0045	0,0454	0,0175	0,0368
25-44 years old	0,0004	0,0146	0,0030	0,0094
More than 64 years old	-0,0515	-0,0048	-0,0116	-0,0023
<u>Level of income</u>				
high	-0,0706	-0,0469	-0,0197	-0,0389
low	-0,0176	-0,0298	-0,0154	-0,0457
<u>Gender</u>				
Woman	0,0258	0,0013	0,0160	0,0041
First visit	0,1757	0,0537	0,0467	0,0595
<u>Length of stay</u>				
Stay of 1-3 days	-0,1771	-0,1352	-0,0919	-0,1223
Stay of 4-10 days	-0,0222	-0,0528	-0,0401	-0,0456
<u>Accommodation</u>				
Rent house	0,1227	0,0005	0,0318	0,0089
Camping	0,1718	0,0409	0,0576	0,0426
Family house	0,0880	0,0171	0,0333	0,0211
Hotel	0,1584	0,0384	0,0443	0,0431
Other accomm.	0,1975	0,0494	0,0658	0,0473
<u>Purpose of the trip</u>				
Leisure	0,0068	-0,0319	-0,0255	-0,0292
Business	-0,2758	-0,0847	-0,0628	-0,0931
<u>Season of the trip</u>				
Wintertime	-0,0014	0,0007	0,0048	0,0001
Spring	-0,0252	-0,0071	-0,0028	-0,0091
Summer	-0,0473	0,0059	0,0003	0,0017
<u>Mean of Transport</u>				
Own car	-0,0187	0,0044	0,0303	0,0078
<u>Related activities</u>				
Health	0,0318	0,0620	0,0438	0,0560
Gastronomy	0,1095	0,0870	0,0462	0,0804
Gambling	0,0302	0,0737	0,0598	0,0664
<u>Use of internet for holiday planning</u>				
For general info	0,0640	0,0169	0,0134	0,0142
For booking purposes	0,0176	0,0589	0,0474	0,0557
<u>Level of trip satisfaction</u>				
Highly satisfied (8-10 points)	0,0488	0,0163	0,0024	0,0137
Andalusia	0,1688	-0,0062	0,0087	0,0028
Balearic Islands	-0,0304	-0,0385	-0,0238	-0,0304
Catalonia	0,1374	-0,0281	-0,0127	-0,0201
Murcia	0,0398	0,0055	-0,0076	0,0063
Year 2004	0,0150	0,0068	0,0152	0,0069
2005	0,0058	0,0057	0,0215	0,0048
2007	-0,0144	0,0078	0,0270	0,0089
2008	-0,0171	0,0192	0,0448	0,0205
2009	-0,0617	0,0067	0,0267	0,0054
N	289933	289933	289933	289933
Log-likelihood	-168926.57	-78658.084	-87482.209	-79368.766
AIC	337943.13		157406.17	158827.53
Wald Chi-2 (p-value)	49936.02 (0.0000)	16936.67 (0.0000)	24364.37 (0.0000)	24087.95 (0.0000)

Principales resultados:

Probabilidad de ser un “Turista Cultural” (V + E):

- Long distance
- Tertiary studies
- Younger age
- First visit
- Longer stay
- No family house
- Use of Internet
- Andalusia + Cataluña

SOSTENIBILIDAD Y COMPETITIVIDAD DE DESTINOS TURÍSTICOS:

Capacidad de atracción de “nuevos” visitantes

Table 5: Result of robust OLS model on daily expenditure of tourists

Tourist Profile		cultural visits			cultural events			no culture		
Origin country (EU countries)		coeff.	signif level	% change	coeff.	signif level	% chang	coeff.	signif level	% change
Trip characteristics	Canada	0,4060	****	50%	0,3721	****	45%	0,1879	****	21%
	Japan	0,3275	****	39%	0,2807	****	32%	0,2129	****	24%
	USA	0,4036	****	50%	0,3518	****	42%	0,3026	****	25%
	Rest of Europe	0,0010	****	0%	-0,2182	****	1%	0,1105	****	12%
	Rest of the World	0,4192	****	52%	0,4072	****	50%	0,3949	****	31%
	Level of Studies (secondary)									
	Primary	-0,2250	****	-20%	-0,1157	****	-11%	-0,0468	****	-5%
	Tertiary	0,2466	****	28%	0,2156	****	24%	0,1984	****	22%
	Age (45-64 years old)									
	15-24 years old	-0,0458	****	-4%	-0,0529	****	-5%	0,0531	****	5%
	25-44 years old	0,0138	****	1%	0,0446	****	5%	0,0210	****	2%
	More than 64 years old	-0,1851	****	-17%	-0,1873	****	-17%	-0,3506	****	-30%
	Level of income (middle)									
	high	0,1483	****	16%	0,1457	****	16%	0,0743	****	8%
	low	0,0325	*	3%	0,0331	*	3%	-0,0302	*	-3%
	Gender (Male)									
	Female	-0,1442	****	-13%	-0,0966	****	-9%	-0,2331	****	-21%
	First visit	0,0430	****	4%	0,1271	****	14%	-0,0279	****	-3%
	Accommodation (second-home)									
	Rent house	0,0593	****	6%	0,0686	****	7%	-0,0584	****	-6%
	Camping	0,1416	****	15%	0,1809	****	20%	0,0449	****	5%
	Family house	-0,0180	****	-2%	-0,0194	****	-2%	-0,1421	***	-13%
	Hotel	0,2527	****	29%	0,2932	****	34%	0,0592	****	6%
	Other accomm.	0,2551	****	29%	0,1452	****	16%	0,0953	****	10%
	Purpose of the trip (studies)									
	Leisure	-0,1687	****	-16%	-0,0955	****	-9%	-0,5508	****	-42%
	Business	0,3521	****	42%	0,1123	****	12%	0,4576	****	58%
	Season of the trip (fall)									
	Wintertime	-0,0468	****	-5%	-0,0432	****	-4%	-0,0453	****	-4%
	Spring	-0,0954	****	-9%	-0,0819	****	-8%	-0,0800	****	-8%
	Summer	-0,1059	****	-10%	-0,0941	****	-9%	-0,1056	****	-10%
	Related activities									
	Health	0,0147	*	1%	0,0057	*	1%	-0,0190	*	-2%
	Food/Gastronomy	0,1747	****	19%	0,1201	****	13%	0,3626	****	44%
	Gambling	0,1562	****	17%	0,2652	****	30%	0,4071	****	50%
	Use of internet for holiday planning									
	For general info	0,1819	****	20%	0,1082	****	11%	0,1159	****	12%
	For booking purposes	-0,0044	****	0%	0,0397	****	4%	-0,1672	****	-15%
Regional dummies	Level of trip satisfaction									
	Highly satisfied (8-10 points)	0,0872	****	9%	0,1425	****	15%	0,0023	****	0%
	Regional dummies (Valencia)									
	Andalusia	0,1476	****	16%	0,1964	****	22%	0,1827	****	20%
	Balearic Islands	-0,0092	****	-1%	0,1157	****	12%	-0,0321	*	-3%
Time dummies	Catalonia	0,3651	****	44%	0,4655	****	59%	0,2298	****	26%
	Murcia	0,0406	****	4%	0,0389	****	4%	0,1874	****	21%
	Time dummies (Year 2006)									
	Year 2005	-0,0908	****	-9%	-0,1129	****	-11%	-0,1063	****	-10%
	2007	-0,0761	****	-7%	-0,0299	****	-3%	-0,0763	****	-7%
	2008	0,0282	****	3%	0,0411	****	4%	0,0317	****	3%
	2009	0,0659	****	7%	-0,0125	****	-1%	0,0285	****	3%
	2010	-0,0078	*	-1%	-0,0228	*	-2%	-0,0447	*	-4%
	Constant	3,6561	****		3,5749	****		4,1637	****	
	N	133054			32722			121651		
	Log-likelihood	-184834,45			-36779,35			-149830,9		
	R ²	0,584			0,558			0,670		
		1304.09			254.31			2658.20		
	F (p-value)	(0.0000)			(0.0000)			(0.0000)		

Principales resultados GASTO:
Turista cultural (V + E):

- Long distance
- Tertiary studies
- Younger age
- Hotel Accommodation
- Business purpose
- Internet
- Andalucía + Cataluña

Visitas vs Eventos:

- Mayor gasto long-distance (V)
- Mayor gasto 1ª visita (E)
- Mayor gasto Business trips (V)
- Internet (V)
- Andalucía y Cataluña (E)

SOSTENIBILIDAD ECONOMIC

Nazmi Kozak
Metin Kozak *Editors*

Tourist Destination Management

Instruments, Products, and Case Studies

Chapter 4 The Recent Boom in Spain: Economic Sustainability of Destinations



Andrés Artal-Tur, Doaa Salman, and Yasser Tawfik

Abstract Since the beginning of the Arab Spring movements and instability in the North of Africa, a relevant share of international tourists have changed their plans, relocating their holiday time from southern to northern shores of the Mediterranean. In this context, Spain has been one of the most benefited countries, making the years 2015, 2016 and 2017 historical records for international arrivals with more than 70 million tourists. However, times of exuberance could bring important imbalances for the future. The present chapter seeks to analyse the impact of the booming process occurring in Spanish tourism destinations, with a focus on the side of economic sustainability. In particular, we address two main issues: First, and relying on survey data of international tourists in Spain for years 2010–2015, we analyse the changes taking place in the profile of tourists arriving to four leading destinations in the country (Catalonia, Madrid, Canary islands and Balearic Islands). Second, we run expenditure functions for these destinations to estimate the main factors explaining spending decisions of tourists. Combination of these two analyses help us to get deeper understanding of the changes occurring in international tourism arriving to Spain in this period, and how these could be affecting the economic sustainability of destinations in the near future.

1 Introduction

A number of important socio-political events have been occurring in the Mediterranean region in recent years. Those include the Spring revolution movements started December 2010 in Tunisia and January 2011 in Egypt, the Syrian war, the terrorist attacks in Egypt, Tunisia, France, and Turkey, or the Libyan question (Galal and Reiffers 2014). The impact on the tourism industry has been remarkable, resulting in

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Hospitality & Event Management, https://doi.org/10.1007/978-3-030-16981-7_4

Table 7: Results of count data model (negative binomial) for overall trip satisfaction of tourists

Tourist Profile	Origin country (EU countries)	cultural visits			cultural events			no culture		
		coeff.	signif level	% change	coeff.	signif level	% change	coeff.	signif level	% change
Trip characteristic	Canada	0,0190	****	1,9%	0,0054	****	0,5%	0,0275	****	2,8%
	Japan	0,0216	****	2,2%	0,0068	**	0,7%	0,0182	****	1,8%
	USA	0,0191	****	1,9%	0,0138	****	1,4%	0,0132	****	1,3%
	Rest of Europe	0,0082		0,8%	-0,0209	****	-2,1%	-0,0063	****	-0,6%
	Rest of the World	0,0185	****	1,9%	0,0330	****	3,4%	-0,0162	****	-1,6%
	<u>Level of Studies (secondary)</u>									
	Primary	-0,0042	*	-0,4%	0,0045	****	0,5%	-0,0080	****	-0,8%
	Tertiary	0,0179	****	1,8%	0,0149	****	1,5%	0,0113	****	1,1%
	<u>Age (45-64 years old)</u>									
	15-24 years old	0,0044	**	0,4%	-0,0169	****	-1,7%	0,0034	*	0,3%
	25-44 years old	-0,0040	****	-0,4%	-0,0006		-0,1%	0,0006		0,1%
	More than 64 years old	0,0147	****	1,5%	0,0303	****	3,1%	0,0000		0,0%
	<u>Level of income (middle)</u>									
	high	0,0070	****	0,7%	0,0255	****	2,6%	0,0057	****	0,6%
	low	-0,0028		-0,3%	0,0247	****	2,5%	-0,0287	****	-2,8%
	<u>Gender (Male)</u>									
	Female	0,0070	****	0,7%	0,0166	****	1,7%	-0,0194	****	-1,9%
	First visit	-0,0008		-0,1%	-0,0089	****	-0,9%	-0,0130	****	-1,3%
	<u>Length of stay (more than 10 days)</u>									
Regional dummies	Stay of 1-3 days	-0,0161	****	-1,6%	-0,0098	****	-1,0%	-0,0357	****	-3,5%
	Stay of 4-10 days	-0,0032	****	-0,3%	-0,0078	****	-0,8%	-0,0090	****	-0,9%
	<u>Accommodation (second-home)</u>									
	Rent house	0,0051	****	0,5%	-0,0126	****	-1,3%	-0,0147	****	-1,5%
	Camping	-0,0006		-0,1%	0,0003		0,0%	-0,0344	****	-3,4%
	Family house	0,0065	****	0,7%	-0,0023		-0,2%	0,0006		0,1%
	Hotel	-0,0083	****	-0,8%	-0,0148	****	-1,5%	-0,0203	****	-2,0%
	Other accomm.	0,0030	*	0,3%	-0,0119	**	-1,2%	-0,0090	****	-0,9%
	<u>Purpose of the trip (studies)</u>									
	Leisure	0,0009		0,1%	0,0101	****	1,0%	0,0461	****	4,7%
	Business	-0,0244	****	-2,4%	-0,0051		-0,5%	-0,0006		-0,1%
	<u>Season of the trip (fall)</u>									
	Wintertime	0,0007		0,1%	0,0045	**	0,4%	0,0001		0,0%
	Spring	0,0042		0,4%	-0,0014		-0,1%	-0,0004		0,0%
	Summer	0,0022	*	0,2%	0,0007		0,1%	0,0056	****	0,6%
	<u>Related activities</u>									
	Health	0,0192	****	1,9%	-0,0345	****	-3,4%	0,0360	****	3,7%
	Food/Gastronomy	0,0084	****	0,8%	-0,0181	****	-1,8%	-0,0073	****	-0,7%
	Gambling	0,0102	****	1,0%	0,0217	****	2,2%	0,0193	****	1,9%
	<u>Use of internet for holiday planning</u>									
Time dummies	For general info	0,0284	****	2,9%	0,0173	****	1,7%	0,0269	****	2,7%
	For booking purposes	-0,0262	****	-2,6%	0,0138	****	1,4%	-0,0083	****	-0,8%
	<u>Regional dummies (Valencia)</u>									
	Andalusia	-0,0205	****	-2,0%	-0,0040		-0,4%	-0,0636	****	-6,2%
	Balearic Islands	-0,0132	****	-1,3%	0,0072	****	0,7%	-0,0391	****	-3,8%
	Catalonia	0,0192	****	1,9%	0,0112	****	1,1%	-0,0373	****	-3,7%
	Murcia	-0,0204	****	-2,0%	0,0085	****	0,8%	-0,0546	****	-5,3%
	<u>Time dummies (Year 2006)</u>									
	Year 2005	-0,0014		-0,1%	-0,0055	**	-0,5%	-0,0053	****	-0,5%
	2007	-0,0023	**	-0,2%	-0,0116	****	-1,2%	-0,0018		-0,2%
	2008	0,0062	****	0,6%	0,0167	****	1,7%	0,0095	****	1,0%
	2009	0,0107	****	1,1%	0,0095	****	1,0%	0,0068	****	0,7%
	2010	0,0117	****	1,2%	0,0055	**	0,5%	0,0170	****	1,7%
	constant	2,1154	****		2,1156	****		2,1155	****	
	N	133054			32722			121651		
	Log-pseudolikelihood	-274336,5			-68297,4			-256324,5		
	AIC	548755			136677			512731		
	BIC	549156			137021			513129		
	Wald Chi-sq (p-value)	5300,68			1752,34			15455,86		
		0,0000			0,0000			0,0000		

Principales resultados:
SATISFACCIÓN TURISTA
Turista cultural (V + E):

- Long distance
- Tertiary studies
- High income group (E)
- Older age
- Female (E)
- Internet
- Comunidad Valenciana

NON-CULTURAL:
¿Menos satisfechos?:

- Low income
- Female
- Short-stay (1-3 days)
- Ocio (+)



Tourism, cultural activities and sustainability in the Spanish Mediterranean regions: a probit approach

Turismo, actividades culturales y sostenibilidad en las regiones del Mediterráneo español: un análisis mediante modelos probit

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Abstract

Culture is the preferred activity of sun & sand tourists visiting the Spanish Mediterranean regions. Improving our knowledge on the factors surrounding this type of demand appears to be pivotal for the continuous renewal of those mature destinations. With this objective we apply probit models to a data set of more than 200,000 questionnaires accounting for the socio-economic characteristics of the tourists, their trip behaviour, and destination and time fixed effects. Results allow us to identify interesting characteristics of tourism and of cultural activities, making this product a good candidate to contribute to the sustainability of destinations.

Keywords: Tourism, cultural activities, sustainability, probit models, tourism policy.

Resumen

La cultura es la actividad preferida de los turistas de sol y playa que visitan las regiones del Mediterráneo español. Aumentar el conocimiento de los factores asociados a este tipo de demanda resulta clave para la renovación de estos destinos maduros. Con este objetivo aplicamos modelos probit a una muestra de datos de más de 200,000 cuestionarios, que recogen información sobre las características socio-económicas del turista, su patrón de viaje, y los propios efectos regionales y temporales del análisis. Los resultados de la investigación nos ayudan a identificar características propias del turismo de actividades culturales que lo convierten en un buen candidato para contribuir a mejorar la sostenibilidad de los destinos.

Palabras clave: Turismo, actividades culturales, sostenibilidad, modelos probit, política turística.

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The relationship between cultural tourist behaviour and destination sustainability

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ABSTRACT

Tourism based on cultural issues is growing fast in recent years. This type of tourism promotes the diversification of demand and supply at destinations, while keeping and valuing the local culture. Improving our knowledge on cultural tourism could help to foster the sustainability of destinations. Despite efforts devoted to define the "cultural tourist", still little is known about her/his particular behaviour. The objective of this paper is twofold. First, identifying the profile of cultural tourists versus visitors not pursuing any cultural activity. Second, and building on econometric modelling, comparing the behaviour of these two groups in terms of factors influencing expenditure and trip satisfaction. All these findings are putted in context regarding the literature on tourism sustainability.

ARTICLE HISTORY

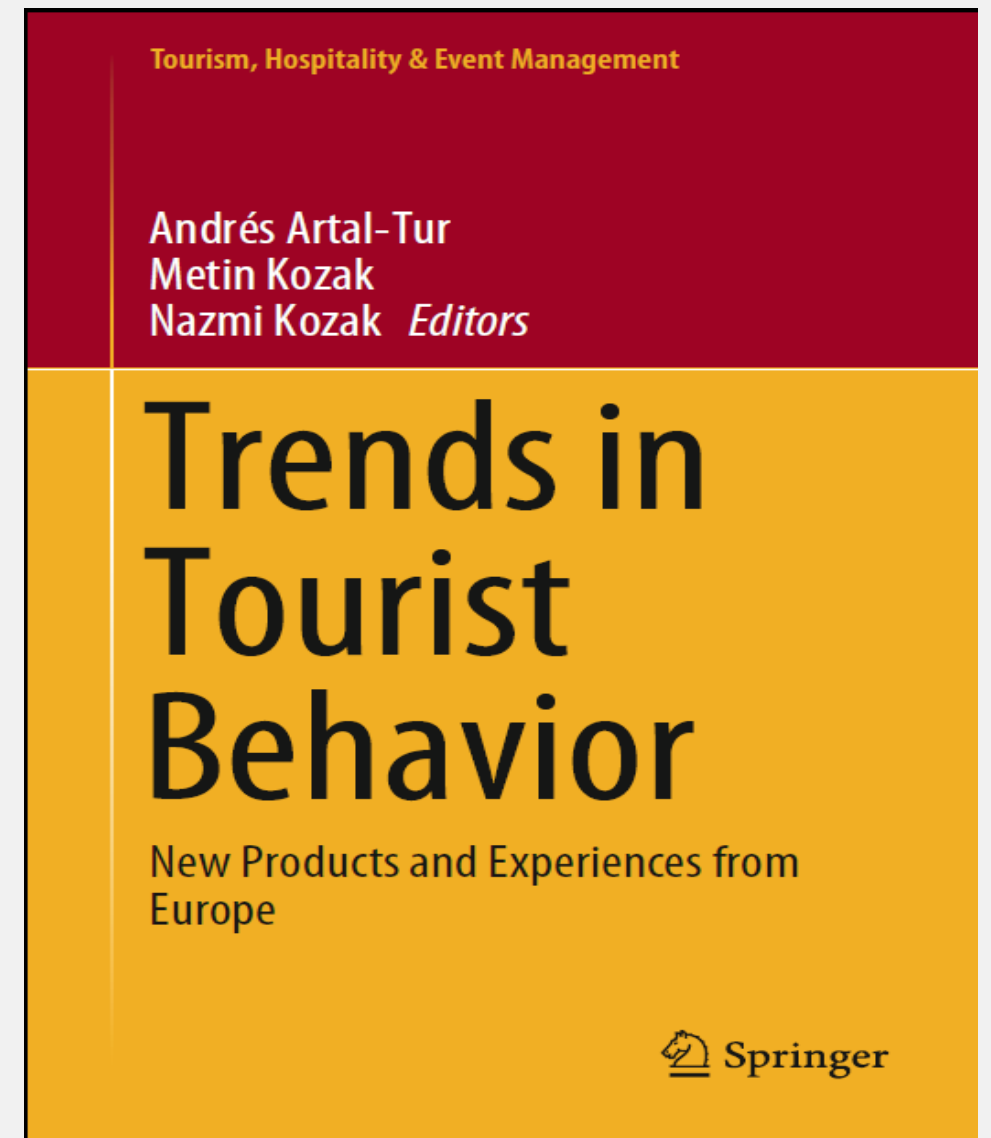
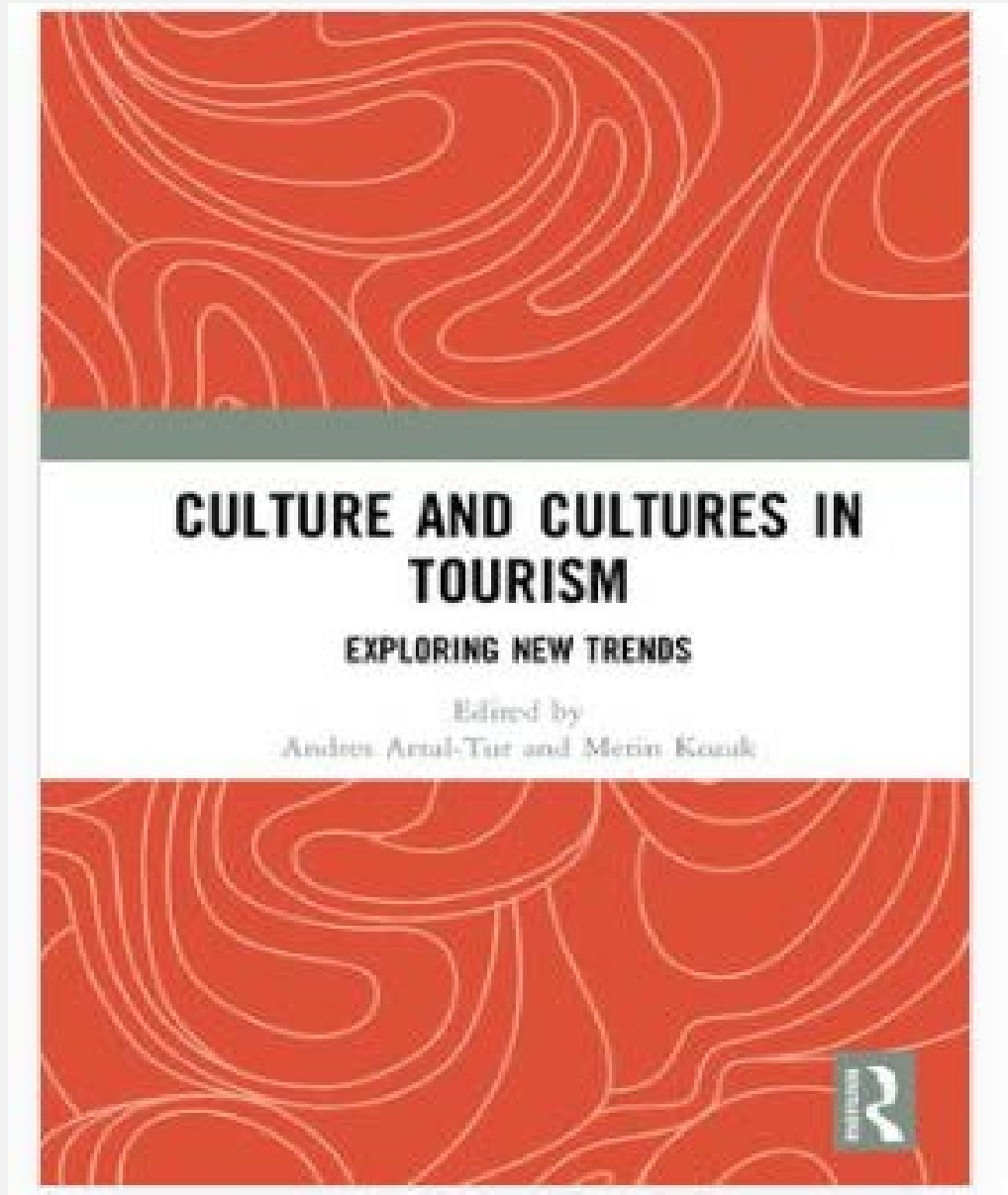
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KEYWORDS

Cultural tourism; tourist profiles; tourist behaviour; destination sustainability

Artal-Tur, A. & Kozak, M. (eds.) (2019). *Culture and Cultures in Tourism: New Trends*. London. Routledge, ISBN: 978-0-367-15084-6.



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3. LOCAL COMMUNITIES AND TOURISM SUSTAINABILITY: DEVELOPMENT ISSUES AT RURAL SPACES

- Tourism improving living conditions of people worldwide
- Developing countries entering this market in last decade
- However, the negative impacts of tourism go appearing, particularly at rural environments relatively isolated from Western ways
- How to limit them: sustainable development & stakeholder's approach
- The role of the community becomes central in ensuring sustainability
- We adopt the resource-based model to study RCT in Nicaragua

3. RURAL COMMUNITY TOURISM AND SUSTAINABLE ADVANTAGES IN NICARAGUA: A CASE-STUDY

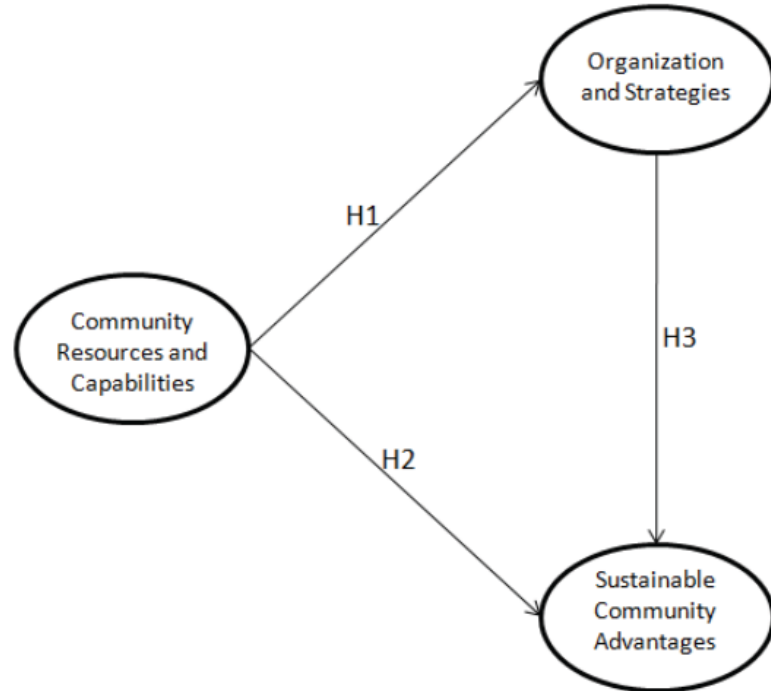
- Community in the literature since time ago (Murphy, 1985, Urry, 1995)
- Only recently as a key stakeholder to ensure sustainable development

(Pusiran & Xiao, 2013; Tolkach & King, 2015; Ghoddousiet, 2018)

(Allen et al., 1988). The community based approach requires the benefits of tourism to be directly connected with the local requirements (Missimer, 2013). Those challenges include the conservation of natural, social and cultural resources, the capacity of providing an economic return to residents, employment opportunities to fragile collectives, and in general the increase of the quality of life and well-being of local communities (Mathew and Sreejesh, 2017; Telfer and Sharpley, 2016).

3. RURAL COMMUNITY TOURISM AND SUSTAINABLE ADVANTAGES IN NICARAGUA: A CASE-STUDY

Figure 1. Research Model



Resource-based Theory of the Firm applied to Tourism

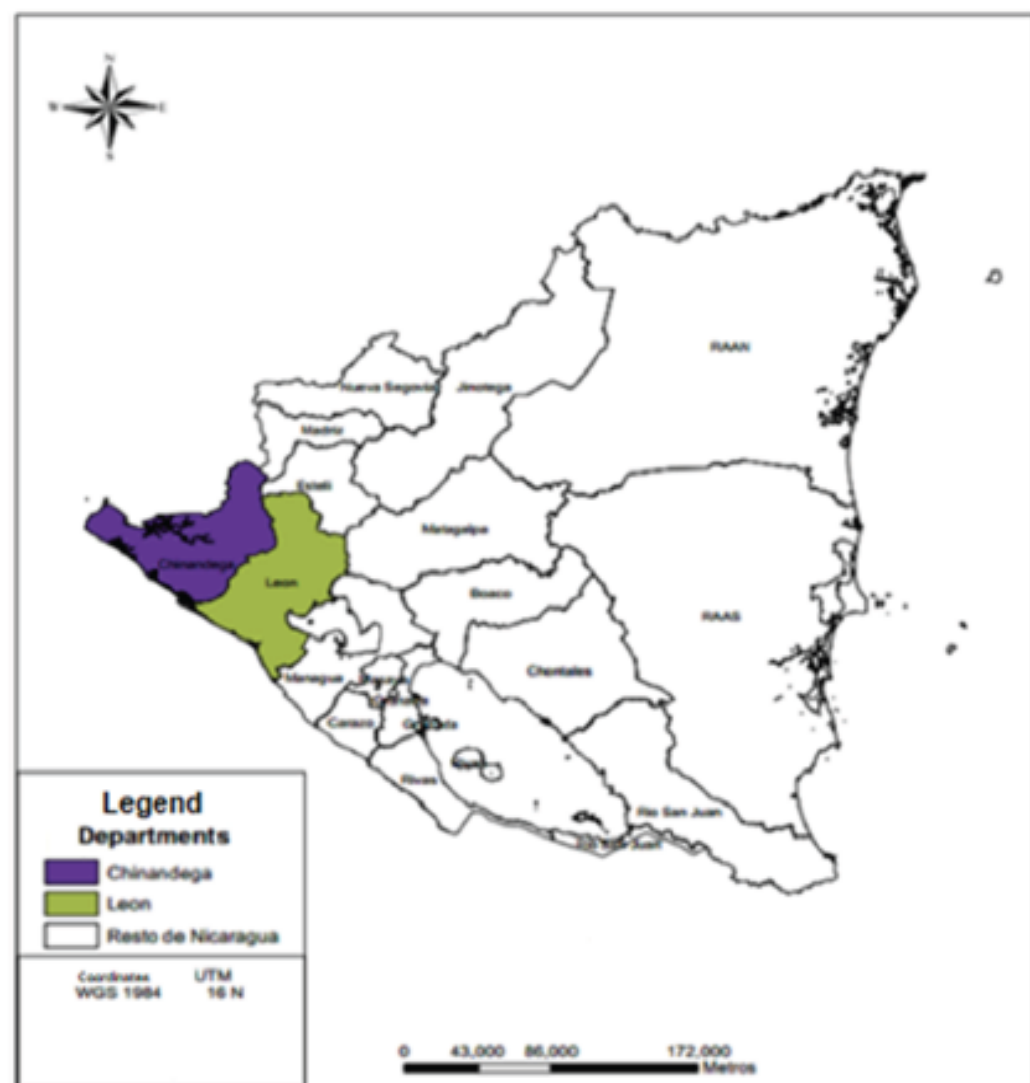
H1: Rural populations with specific community resources and capabilities positively influence the implementation of community based organization and strategies.

H2: Rural populations with specific community resources and capabilities positively influence the emergence of sustainable community advantages helping to keep and enhance the community lifestyle.

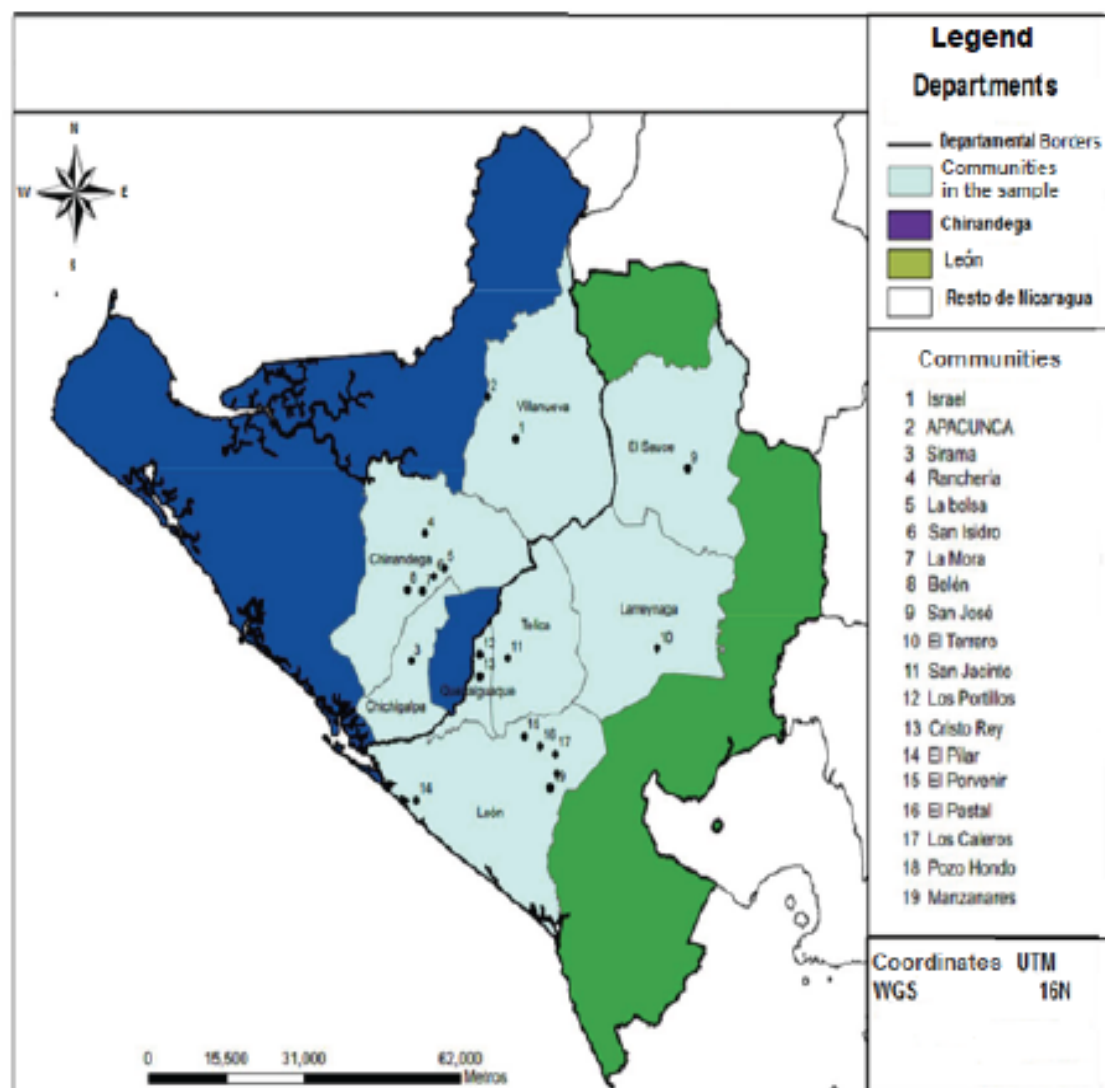
H3: Community based organization and strategy positively influence the development of community sustainable advantages helping to keep and enhance the community lifestyle.

Figure 2. Location of selected Rural Community Tourism initiatives in Nicaragua

a) Western Communities



b) Detail of communities in the sample



Source: Own elaboration from Nicaraguan Institute of Tourism (INTUR).

DATA SET: QUESTIONNAIRE DATA

- 19 RCT experiences in the West of Nicaragua.
- 580 usable questionnaires mixed with deeper interviews with key community leaders between Nov 2016 and Jan 2017.
- Tourism activities include wildlife routes, volcano visits, birds and flowers' watching, food experiences, inter-cultural encounters, and training for tourism by females.
- Tourism as a complement of rural activities: for new income and lacking services (road and accessibility, phones, education, health, commercial products).
- 23% secondary and 38% university education.
- Outstanding communities in terms of collective leadership, engagement in tourism activities, social empowerment of women and young people.
- Sustainable Rural Tourism Law 835/2013: provide limits and regulation, resources and personnel to ensure sustainable tourism development.

Table 1. Indicators, loadings (λ) and measurement model assessment

Indicators	Description	λ	Confidence intervals		Measurement model assessment			
			2.5%	97.5%	Cronbach's α	ρ_A	ρ_c	AVE
Community Resources and Capabilities					0.900	0.917	0.912	0.509
CRC01	Local identity	0.659	0.585	0.717				
CRC02	Community history	0.755	0.692	0.801				
CRC03	Craftworks and handicraft markets	0.739	0.680	0.785				
CRC04	Accommodation facilities	0.675	0.605	0.731				
CRC05	Food related facilities	0.682	0.616	0.737				
CRC06	Natural resources of the community	0.695	0.656	0.733				
CRC07	Social and cultural resources of the community	0.719	0.682	0.755				
CRC08	Expertise in rural tourism services	0.766	0.704	0.811				
CRC09	Training and labour force availability	0.658	0.585	0.718				
CRC10	Personal skills and experience of the community	0.772	0.744	0.802				
Organization and Strategies					0.940	0.941	0.950	0.705
OS01	Getting financial support by regional/national administrations	0.854	0.828	0.877				
OS02	Getting strategic planning support by regional/national administrations	0.855	0.825	0.881				
OS03	Getting marketing and promotion support by regional/national administrations	0.832	0.800	0.860				
OS04	Defining attainable objectives	0.756	0.712	0.793				
OS05	Fostering social integration	0.831	0.801	0.857				
OS06	Developing entrepreneurship skills	0.833	0.796	0.863				
OS07	Putting women as a socio-economic pillar of the rural society	0.873	0.848	0.894				

OS08	Putting women as a force in the modernization process of rural societies	0.877	0.853	0.898				
Sustainable Community Advantages					0.966	0.966	0.969	0.692
SCA01	RCT improves the performance of the local community	0.864	0.838	0.886				
SCA02	RCT confers value to culture and traditions of the community	0.841	0.810	0.868				
SCA03	RCT stimulates responsible tourism	0.866	0.838	0.890				
SCA04	RCT improves the quality of life in rural areas	0.833	0.800	0.864				
SCA05	RCT promotes an integral development of the community	0.877	0.855	0.896				
SCA06	RCT allows women to reach more employment opportunities	0.802	0.761	0.836				
SCA07	RCT allows women to obtain higher economic independence	0.842	0.815	0.866				
SCA08	RCT increases the well-being and self-esteem of women	0.828	0.799	0.853				
SCA09	RCT allows to restore the community heritage	0.816	0.777	0.850				
SCA10	RCT provides revenues for education and health facilities	0.845	0.815	0.870				
SCA11	RCT generates employment for disadvantaged groups	0.792	0.754	0.827				
SCA12	RCT provides additional sources of income to the community	0.819	0.787	0.848				
SCA13	RCT promotes the conservation of natural resources	0.838	0.806	0.864				
SCA14	RCT reduces the poverty level	0.775	0.737	0.808				

Table 2. Discriminant validity analysis and HTMT values

	Sustainable Community Advantages	Organization Strategies	Community Resources & Capabilities
Sustainable Community Advantages	0.832		
Organization and Strategies	0.754	0.840	
Community Resources and Capabilities	0.693	0.756	0.713
Note : Diagonal elements(bold) are the square root of the variance shared between the constructs and their measures (Average Variance Extracted). Off-diagonal elements are the correlations among constructs. For discriminant validity, diagonal elements should be larger than off-diagonal elements.			
HTMT values			
	Community Resources & Capabilities	Organization Strategies	Sustainable Community Advantages
Community Resources and Capabilities			
Organization and Strategies	0.721		
Sustainable Community Advantages	0.668	0.790	

Table 3. Goodness of fit of the model

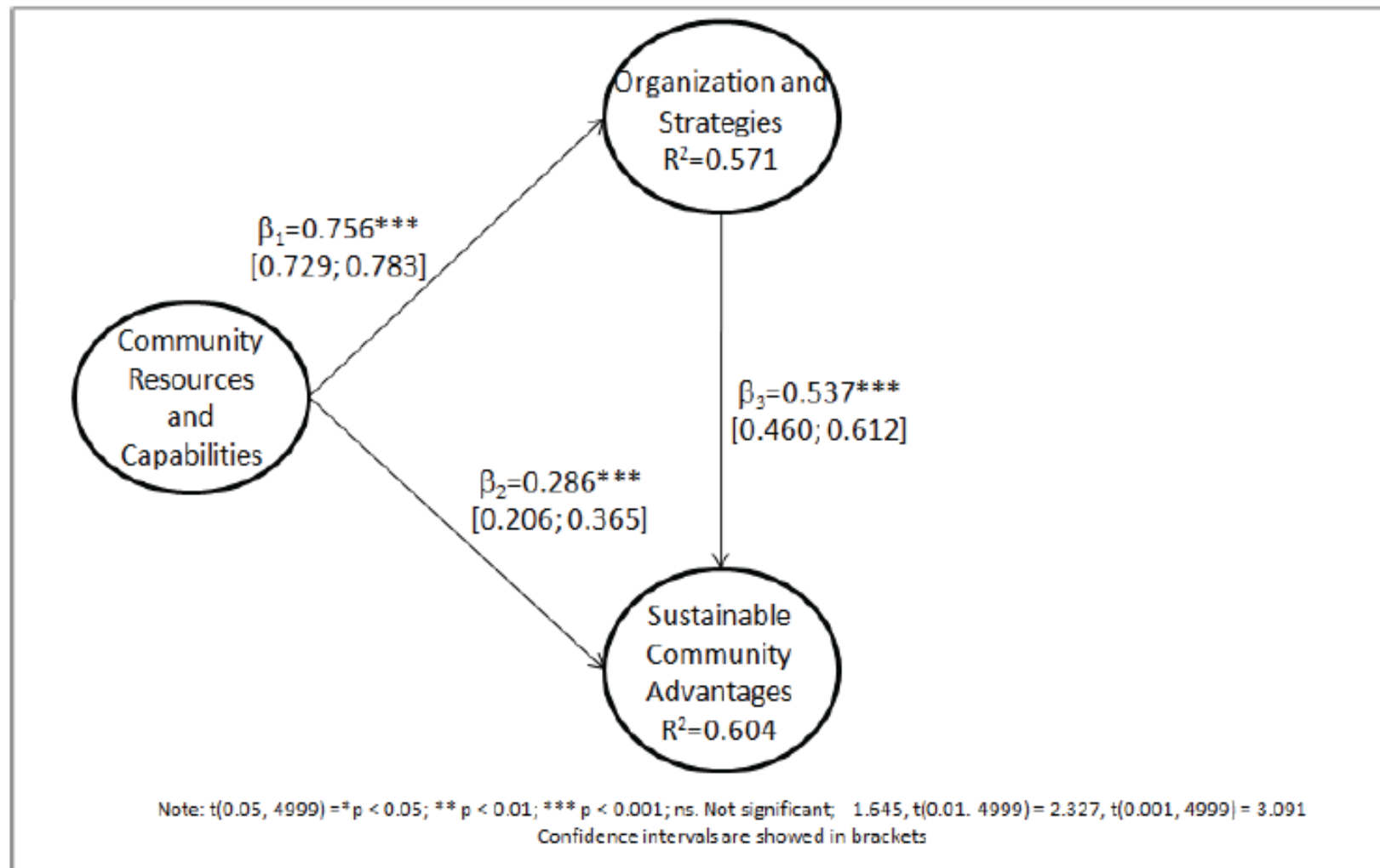
	Measurement model			Structural model		
	Value	Confidence intervals		Value	Confidence intervals	
		2.5%	97.5%		2.5%	97.5%
SRMR	0.10	0.028	0.034	0.10	0.028	0.035
dULS	6.162	0.381	0.580	6.162	0.381	0.574
dG ₂	1.174	0.182	0.267	1.174	0.183	0.266

Table 4. Total and indirect effects in the model

Total effects					
	β	t-values	p-values	2.5%	97.5%
H1: Community Resources and Capabilities -> Organization and Strategies	0.756	55.633	0.000	0.729	0.783
H2: Community Resources and Capabilities -> Sustainable Community Advantages	0.693	34.683	0.000	0.654	0.732
H3: Organization and Strategies -> Sustainable Community Advantages	0.537	13.608	0.000	0.460	0.612

Specific indirect effects					
	value	t-values	p-values	2.5%	97.5%
Community Resources and Capabilities -> Organization and Strategies -> Sustainable Community Advantages	0.406	12.425	0.000	0.344	0.471
Total indirect effect					
	value	t-values	p-values	2.5%	97.5%
Community Resources and Capabilities -> Sustainable Community Advantages	0.406	12.425	0.000	0.344	0.471

Figure 3. Hypotheses testing



Main findings:

- Tourism has become a global industry with increasing impacts on resident populations.
- One important strand of the literature highlights the **key role of the community**
- In this paper we employ **selected successful** RCT experiences to gain insights on the main variables in action and ascertain the impact of the **leadership of the rural community**
- The case of West Nicaragua shows that tourism acts as a complement, not the central activity
- Main findings point to the key role of **small communities with huge identity, leadership and social empowerment**
- Main recommendations include the necessity of counting with **sound tangible and intangible resources**, mostly linked to the community and with the idea of preserving and developing them.
- Organization and strategy should also **be based** in the community dimension.
- All this focus leads to the development of Community **Competitive Advantages** that reinforce the central role of the local community, conferring sustainability to the tourism development process

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Rural community tourism and sustainable advantages in Nicaragua

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Abstract

Purpose – Rural community tourism (RCT) represents an experience of community-based tourism where local population retains control over the process and the bulk of benefits. The purpose of this paper is to focus on the study of successful RCT experiences in Nicaragua to enlarge the literature of tourism sustainability.

Design/methodology/approach – Applying the resource-based theory of the firm to tourism, the paper defines a theoretical framework where local resources and capabilities combined through organization and strategic actions result in competitive advantages at the community level reinforcing its sustainable dimension. The model is tested empirically through Structural Equation Modelling-Partial Least Squares (SEM-PLS) modelling for Nicaraguan RCT experiences.

Findings – Main findings show a good performance of empirical results, with the community dimension representing the cornerstone of the RCT project. Results remark how the presence of community tangible and intangible resources and capabilities are combined and exploited in tourism initiatives through strategies that put the preservation of the community as the central objective. This process leads to the emergence of competitive advantages that promote the sustainability of the community lifestyle, ensuring a durable approach of the rural tourism initiatives. Other interesting findings show how this type of RCT projects also promote the integration of weak rural collectives, like women and young people, or the pivotal cooperation emerging between public and private actors.

Originality/value – The paper provides a novel framework to better understand some of the key pieces ensuring the sustainability of tourism initiatives. This theoretical setting has been applied to the case of rural areas at developing countries but could be enlarged to other contexts at developed countries having to deal with mass tourism and important related negative impacts of these activities. In sum, the main value of the



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(A SORT OF) CONCLUSIONS

- Tourism is growing remarkably in the last two decades. It will continue on that path for some more.
- Sustainability is becoming an issue from many dimensions: economic-cultural-social-environmental-residents
- Traditional approaches follow a set of indicators
- New approaches become more micro and linked to tourist-behaviour and interaction visitors-local population
- We have shown a number of on-going lines of research following this novel approach
- Research Collaboration is more than acknowledged !!!!

ANÁLISIS DE LA SOSTENIBILIDAD EN EL TURISMO: NUEVOS ENFOQUES

GRACIAS POR VUESTRA ATENCIÓN



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