

International Conference
Advances in Tourism Economics 2007
13-14 April 2007, Vila Nova de S^{to} André, Portugal

CONFERENCE PROGRAMME

Thursday, April 12

18:30-20:30 Registration (Location: Hotel Vila Park, Check-in desk)

19:30-20:30 Welcome Drink (Location: Hotel Vila Park, Bar)

Friday, April 13

8:30-9:00 Registration (Location: Hotel Vila Park, Check-in desk)

9:00-9:30 Opening Session: **António Oliveira Cruz**, President of Instituto Piaget; **Raúl Albuquerque Sardinha**, President of Sto André Campus and Executive Director of CIERT, Instituto Piaget; **Álvaro Matias**, Chair, Organizing Committee ATE2007.

9:30-12:45 Guest Speakers:

9:30-10:20 – Adam Blake, Associate Professor in Tourism Economics, Christel DeHaan Tourism and Travel Research Institute, University of Nottingham, UK.:

“The Dynamics of the Economic Impact of Tourism”

10:20-10:40 – Coffee-Break

10:40-11:30 – Stephen Wanhill, Emeritus Professor of Tourism Research, School of Services Management, University of Bournemouth, UK:

“London’s Millennium Dome in Retrospect”

12:00-13:30 Light Lunch at Hotel Vila Park

Friday, April 13

13:30-16:00 Parallel Sessions I

Room "Auditório 1" - Modeling and Forecasting Tourism Demand I

Chairman: *Stephen Wanhill*, University of Bournemouth, Emeritus Professor of Tourism Research, UK

117	Gang Li, Shujie Shen, Haiyan Song	UK	<i>Is the Time Varying Parameter Model Favourable for Tourism Demand Forecasting: Statistical Evidence</i>
63	Nicolas Peypoch, Bernardin Solonandrasana	France	<i>Efficiency and Productivity Analysis in Tourism Industry with Optimal Reallocations of Inputs and Outputs</i>
113	José António Cabral Vieira	Portugal	<i>Willingness to pay for airline services: a stated choice experiment</i>
125	Carlos Santos, Gualter Couto, Pedro Pimentel	Portugal	<i>Forecast of Hotel Overnights in the Azores</i>
97	Paulo M. M. Rodrigues	Portugal	<i>Modeling and Forecasting Tourism Growth Cycle</i>

Room "Auditório 2" - Modeling and Forecasting Tourism Demand II

Chairman: *Adam Blake*, Associate Professor in Tourism Economics, Christel DeHaan Tourism and Travel Research Institute, University of Nottingham, UK

48	Maurizio Mussoni, Massimiliano Castellani	Italy	<i>The Tourism Sector in Italy (1990-2005). A Structural Analysis</i>
36	Laura Vici, M. Castellani, P. Figini	Italy	<i>Estimating tourist external effects on residents: a choice modelling approach to the case of Rimini</i>
53	Norsiah Kadir, Mohd Zaini Abd Karim	Malaysia	<i>Demand for Tourism in Malaysia by UK and US Tourists: A cointegration and Error Correction Model Approach</i>
38	António Gomes de Menezes, Ana Isabel Moniz	Portugal	<i>Determinants of Length of Stay: A Parametric Survival Analysis</i>
81	Celeste Eusébio, Eduardo A. Castro, C. Costa	Portugal	<i>The Determinants of the Length of Stay - A Cross-Section Analysis of Visitors to Central Region of Portugal</i>
155	Houssine Choyakh	Tunisia	<i>An Econometric Estimation of a Model for European Tourism Demand to Tunisia: Inclusion of Tourism Investment Variable</i>

Room G14 - Hotel Management and Quality Control I

Chairperson: *Manuela Sarmento*, Professor of Management and Tourism, School of Economics and Business - Universidade Lusíada de Lisboa, Portugal

132	Sigbjørn Tveterås, Jens Petter Gillesten	Norway	<i>Regional Demand for Hotel Accommodation by Foreign Travellers in Norway</i>
58	Valerio Lacagnina, Davide Provenzano	Italy	<i>An optimized system dynamics approach for a hotel chain management</i>
64	Mohd Rizal Razalli	Malaysia	<i>Competing through Responsiveness: Effects on Hotel Performance</i>
55	Magdalena Cayón Costa	Spain	<i>State versus Privately Owned Firms in The Spanish Hotel Industry: Economic Performance and Productivity</i>
39	Carla Melo, Celeste Amorim	Portugal	<i>The Enterprise of the Future: Trends and Scenarios towards Competitiveness - An Application to the Portuguese Hotel Industry</i>
133	Carina A. Hallin, Sigbjørn Tveterås	Norway	<i>Hospitality Employees' Confidence Towards The Future: An Exploratory Study of a Prediction Index for Forecasting Economic Performance of Hotel Businesses</i>

Room S10 - The Economic Impact of Tourism I

Chairman: *Melville Saayman*, Associate Professor of Economics, North-West University, Potchefstroom, South Africa

108 Elisabeth Valle, Clemente Polo	Spain	<i>An assessment of the weight of tourism in the Balearic Islands</i>
49 Justina Silvano, Elisabeth Kastenholz	Portugal	<i>Tourism in Rural Areas as a development tool? The case of the Natural Park of Montesinho</i>
56 Bahattin Hamarat, Ekrem Tufan, Mirela Cristea	Turkey	<i>Day of the Week and Seasonal Effects in Tourism Index: Evidence from the Istanbul Stock Exchange</i>
105 Hakan Mihci, Devrim Karaman	Turkey	<i>The Determinants of Economic Growth in Northern Cyprus: A Panel Data Analysis</i>
147 Patrizia Riganti	UK	<i>Carrying capacity of cultural sites: using a conjoint analysis approach for the assessment of cultural tourism's impacts in medium sized European cities</i>

Room S12 - Economic Sustainability and Environmental Issues in Tourism

Chairman: *José Cadima Ribeiro*, Full Professor, Universidade do Minho - Economics Department, Portugal

130 Jiong Yan, Zschiegner, Xi, Barkmann	Germany	<i>Attitudes and preferences for sustainable tourism services: a choice experiment approach</i>
99 Esther Blanco	Spain	<i>Tourism Firms Economic Incentives for Voluntary Environmental Action</i>
109 Luísa Carvalho, Teresa Costa	Portugal	<i>Sustainability Paradigm of Tourism Supply Chain: A case study in Palmela village – Portugal</i>
123 Jean Struw eg	South Africa	<i>The Value of Sustainable Fly-Fishing Tourism to the People of Pondoland – A Preliminary Investigation</i>
74 Julia Planko	Madagascar	<i>Structural Policy Tools for Sustainable Tourism Development in the Developing World – a Framework for Policy Maker</i>
157 Ariel Cuschnir, Prakash Peiris	USA	<i>Sustainable Coastal Tourism in Conflict Regions: Sri Lanka - a Case Study</i>

Room S13 - Innovation, Competitiveness and E-tourism

Chairman: *Mónica Padilha*, Professor and Head of the Hotel and Tourism Management Degree, Instituto Piaget, Portugal

146 Patrizia Riganti	UK	<i>From Cultural Tourism to Cultural E-Tourism: Issues and Challenges to Economic Valuation in the Information Era</i>
145 Patrizia Riganti, Jing Wang, W. Strielkow ski	UK	<i>New E-services for Cultural Tourism: using in depth interviews to assess consumers' preferences</i>
23 Nicolas Neysen, Paul Belleflamme	Belgium	<i>Coopetition in Infomediation: E-Tourism as an Illustration</i>
60 Jan Møller Jensen	Denmark	<i>Internet users' intention to purchase travel products online: Empirical investigation of motivating factors and barriers</i>
77 Jos van der Sterren	The Netherlands	<i>Propoor tourism through innovation in financial markets</i>
104 Christian Longhi	France	<i>Usages of the internet and e-tourism. Towards a new economy of tourism.</i>

Room S16 - Tourism Marketing and Management Issues I

Chairperson: *Elisabeth Kastenholz*, Professor of Tourism Marketing and Management, Departamento de Economia da Universidade de Aveiro, Portugal

156 A. L. Silvestre, Antónia Correia, Carlos Barros	Portugal	<i>Factors of Attractiveness of Algarve's Golf Courses</i>
61 Sophie Masson, Romain Petiot	France	<i>Transport facilities, spatial competition and tourism destinations - Analysis of the forthcoming HSR line between Perpignan (France) and Barcelona (Spain)</i>
141 Joana Neves	Portugal	<i>The Perceived Attractiveness of a Tourism Destination by Domestic Mature Travellers</i>
87 Irina Susanu	Romania	<i>The Promotion of The Danube Delta with Public Relations</i>
85 Áurea Rodrigues, Apolónia Rodrigues, E. Kastenholz	Portugal	<i>Networks in rural tourism and their impact on sustainable destination development: The case of the European Network of Village Tourism</i>

16:00-16:15 – Coffee-Break

16:15-18:30 Parallel Sessions II

Room "Auditório 1" - Modeling and Forecasting Tourism Demand III

Chairman: *Carlos Pestana Barros*, Professor of Applied Economics, ISEG - Technical University of Lisbon, Portugal

67 Stefan Schubert, Juan G. Brida	Italy	<i>The Dynamic Effects of Subsidizing the Tourist Sector</i>
83 Davide Provenzano, Francesco Andria	Italy	<i>A dynamic model to value the economic impact and the economic sustainability of tourism in a resort area</i>
7 Luis A. Gil-Alana	Spain	<i>Fractional Integration and Structural Breaks. Evidence from the International Monthly Arrivals in the U.S.</i>
21 Andrea Saayman, Melville Saayman	South Africa	<i>The determinants of inbound tourism to South Africa</i>

Room "Auditório 2" - Tourism Demand and Supply Issues I

Chairperson: *Antónia Correia*, Associate Professor, Universidade do Algarve - Department of Economics, Portugal

35 Alexandros Apostolakis e Shabbar Jaffry	UK	<i>Examining Expenditure Patterns of British Tourists to Greece</i>
103 Maria Tugores Ques, Vicente R. Mir, J. Palmer	Spain	<i>Determinants of Gender Wage Differentials in the Hospitality Industry of the Balearic Islands. The Role of Gender Segregation</i>
150 Joseph S. Chen, Tzung Cheng Huan	USA	<i>Assessing Restaurant Customers' Complaint Behaviors</i>
148 Patrícia Valle, A. Correia, E. Rebelo, N. Oliveira	Portugal	<i>Tourism return behaviour. A discrete choice analysis</i>

Room G14 - Tourism Marketing and Management Issues II

Chairperson: *Manuela Sarmento*, Professor of Management and Tourism, School of Economics and Business - Universidade Lusíada de Lisboa, Portugal

50 Emanuelle Pimentel, Carlos M. M. Costa	Portugal	<i>Managing Seasonality: Development Strategies</i>
62 Chanin Yoopetch	Thailand	<i>The Investigation of Destination Image of Thailand: A Case Study of Chinese Tourists</i>
3 Anestis Fotiadis, Gábor Michalkó, Tamara Ratz	Hungary	<i>Rural milieu in the focus of tourism marketing</i>
95 Nicoleta Cristache	Romania	<i>The role of Romania's touristic patrimony promotion strategies – the medieval town Sighișoara</i>

Room S10 - Tourism and International Trade

Chairman: *Carlos Santos*, Full Professor, Department of Economics and Management, Azores University, Portugal

42 Isabel Cortés-Jiménez, M. Sahli, J.-J. Nowak	UK	<i>Inbound Tourism, Intermediate Imports and Economic Growth in LDCs: An Empirical Investigation</i>
57 Sylvain Petit, J.-J. Nowak, Mondher Sahli	France	<i>Flux touristiques bilatéraux et échanges de qualité</i>
25 Sofia Christou Gessiou, Sonia Mileva	Bulgaria	<i>The re-opening of Turkish Airlines in Macedonia Airport: Providing excellence joining the transporting system and advance tourism income of three popular tourism destinations Greece Bulgaria and Turkey</i>
82 Ewa Dziedzic, Teresa Skalska	Poland	<i>Impact of the EU membership on the factors shaping tourism demand in Poland</i>
144 Ana Bobirca, Cristiana Cristureanu	Romania	<i>International competitiveness of trade in tourism services: assessing the consequences of Romania's EU accession</i>

Room S12 - The Economic Impact of Tourism II

Chairman: *Nuno Miguel Romão*, Professor of Economics, Instituto Piaget, Portugal

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| 30 | D. Papathanassiou-Zuhr, Sakellaris, Doumi | Greece | <i>The convergence process between demand and supply side planning: Planning for Visitor Access at World Heritage Site "NEA MONI" in Chios, Greece</i> |
| 111 | Angela Flecha, Lopes, Amaral, de Paula | Brasil | <i>The economic impacts of tourism in Ouro Preto, MG, Brazil</i> |
| 154 | João Soares, J. Neves, F. Fernandes | Portugal | <i>The Impact of World Heritage Classification on the Development of Tourist Destinations: The Sintra Case Study</i> |
| 10 | Mariaester Cassinelli, Sara Sanetti | Italy | <i>Analysis of the tourism phenomenon of the 'Alta Via dei Monti Liguri' system and proposals for development</i> |

Room S13 - Hotel Management and Quality Control II

Chairman: *Álvaro Matias*, Professor of Economics and Tourism Research, Instituto Piaget, Portugal

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| 70 | Halil Demirer, Nuriye Gures, Volkan Akgul | Turkey | <i>The Moderating Effects of Perceived Accountability on The Relationship Between Sales Personnel's Empowerment and Organizational Commitment: A Field Research in Turkish Travel Agencies</i> |
| 143 | Mihaela Birsan, Stefanita Susu | Romania | <i>Competitiveness And Performance In Romanian Rural Tourism. The Development And Promotion Of National Touristic Brand.</i> |
| 5 | Erdem Korkmaz, Meryem Akoolan Kozak | Turkey | <i>Outsourcing at Food and Beverage Services of Hotels: Evaluation of Managers and Customers. Perceptions about Service Quality with Antalya Sample</i> |
| 115 | Ali Öztüren | Turkey | <i>Increasing the Performance of the Hotels by Considering Their Supply Chain Activities: Evidence from the North Cyprus Tourism Industry</i> |

Room S16 - Tourism Policies and Development I

Chairperson: *Maria Teresa de Noronha*, Associate Professor, Universidade do Algarve - Department of Economics, Portugal

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| 14 | Lean Hooi Hooi, Russell Smyth | Malaysia | <i>Malaysia Welcomes the World - Visit Malaysia 2007</i> |
| 33 | Alfonso Vargas Sánchez, M. Mejía, N. Bueno | Spain | <i>Industrial Tourism Development and Local Community Perceptions: The Case of Minas de Riotinto (Spain)</i> |
| 27 | Jose A. Divino, A. Farias, M. Takasago, Teles | Brasil | <i>Tourism and Economic Development in Brazil</i> |
| 31 | D. Papathanassiou-Zuhr, Karipis, Doumi, Sakel | Greece | <i>Applying the interpretive planning process to promote local heritage in peripheral areas: Serving the visitor in the Highlands of Nafpaktia, Greece</i> |

20:30 – Official Conference Dinner (Location: Hotel Vila Park, Restaurant)

Saturday, April 14

9:30-12:00 Parallel Sessions III (coffee-break at 11:00)

Room "Auditório 1" - Tourism Demand and Supply Issues II

Chairman: *Luis A. Gil-Alana*, Associate Professor, University of Navarre - Department of Economics, Spain

16	Juan G. Brida, L. Punzo, E. Accinelli, E. Carrera	Italy	<i>Emergence of Long Run Behaviours in a Game Theoretic Setting with Host and Guest Populations: Residents and Tourists</i>
110	Marianna Succurro, Bernardina Algieri	Italy	<i>An Analysis of Demand and Supply for Tourism in Italy</i>
84	Cosmina Tartiu, Jean-Jacques Nowak	France	<i>Microeconomic Tourism Demand: Complementary preferences and destinations substitution</i>
78	Bénédicte Rulleau, J. Dehez, S. Lyser	France	<i>Estimating tourist vs resident outdoor recreation demand using the Multi-Program Valuation Method</i>
126	Carla Ramalho, Francisco Silva, Carlos Santos	Portugal	<i>Dynamic Consumer Behaviour: An Application To The Cruise Industry</i>
135	Antónia Correia, Carlos Barros	Portugal	<i>Motivations and Return Intentions: Low Cost Tourists in Algarve</i>

Room "Auditório 2" - Tourism Demand and Supply Issues III

Chairperson: *Maria M. de Mello*, Associate Professor, Faculdade de Economia da Universidade do Porto, Portugal

142	Serena Volo	Italy	<i>Seasonality in Sicilian tourism demand</i>
149	Joseph S. Chen, Tzung Cheng Huan	USA	<i>Image Study of the Top European Destination Countries</i>
116	Wineaster Anderson, C. Juaneda, F. Sastre	Spain	<i>Estimating the All-Inclusive Expenditure in Balearic Islands, Spain</i>
51	Tahir Albayrak, Meltem Caber	Turkey	<i>Clustering Customers According to their Satisfaction Level: A Case Study in Antalya in Turkey</i>
106	Emese Panyik, Carlos Costa	Portugal	<i>Evaluating the Role of European Union Pre-Accession Instruments in Regional Tourism Development of Acceding Countries: the Case of Hungary</i>
88	Maria João Carneiro, C. Eusébio, E. Kastenholz	Portugal	<i>What makes cultural tourists spend more when on holidays? - Analysing determinants of visitors' expenditure levels based on a large-scale survey of the cultural tourist market worldwide</i>

Room G14 - Tourism Policies and Development II

Chairman: *Cristiano de Freitas*, Professor of Tourism and Management, Instituto Piaget, Portugal

121	Ákos Kátay, Tamara Ratz	Hungary	<i>Skills and Competencies in Tourism Employment – An Analysis of Expectations and Experiences</i>
17	Percivil Carrera	Germany	<i>Medical Tourism: How Globalization is Transforming Medical Care</i>
37	Sevgin Akış Roney	Turkey	<i>Tourism as a Tool of Development in Turkey: A Critical Analysis</i>
100	Maria de Lourdes Rollemberg Mollo, M. Takasago	Brasil	<i>Tourism and Poverty Alleviation in Brazil: the role of government in the reduction of inequalities</i>
101	Joaquim Andrade, Milene Takasago	Brasil	<i>The Effects of Changes in Productivity in the Land Transportation System on Income Distribution, Labor Absorption and Welfare in Brazil</i>
52	Laura Verdelli, Philippe Callot	France	<i>Une recomposition du réseau d'acteurs du tourisme culturel, patrimonial et paysager en Val de Loire comme moteur de développement territorial</i>

Room S10 - Tourism Planning and Regional Policies

Chairman: *Paulo M. M. Rodrigues*, Associate Professor, Universidade do Algarve - Department of Economics, Portugal

46 Miriam Marta, C. Palagiano, R. Morri e C. Pesaresi	Italy	<i>Tourism development to valorise local resources in a study area of Calabria Region, Italy</i>
72 Ana Muñoz Mazón	Spain	<i>Política Turística y Desarrollo. Una Nueva Propuesta para la Gobernanza Local</i>
153 Natacha Moniz, João Soares	Portugal	<i>Rural Tourism in the Alentejo Region – a characterization survey</i>
12 Azizi Bahauddin, Jennifer Kim Lian Chan	Malaysia	<i>Ecotourism in the Rainforest: Managing Location Experience and Accommodation</i>
86 Guido Ferilli, Pier Luigi Sacco	Italy	<i>Culture and Tourism Development: the case study of Otaru (Japan)</i>
20 Yasuo Ohe	Japan	<i>Evaluating On-farm Tourism Activity after Rural Road Inauguration: Case of Pick-your-own Fruit Farming in Gunma, Japan</i>

Room S12 - Tourism Marketing and Management Issues III

Chairperson: *Elisabeth Kastenholz*, Professor of Tourism Marketing and Management, Departamento de Economia da Universidade de Aveiro, Portugal

73 Isabell Handler	Japan	<i>Missed Connections: Japan Inbound Tourism Campaigns</i>
24 Laurent Botti	France	<i>Small businesses in tourism collective strategies</i>
79 Ana Rosa, Márcia Bezerra de Oliveira	Brasil	<i>Financing Policies: effects on the supply and demand of tourism services in Brazil</i>
138 Guilherme Castela	Portugal	<i>Um contributo Multidimensional para a Gestão em Turismo: o caso da região do Arade</i>
98 Ana Daniel, Paulo M. M. Rodrigues	Portugal	<i>Tourism in Portugal: Historical Evolution, Characterization and Perspectives</i>
45 Margarida Santos	Portugal	<i>Relações Interorganizacionais no Turismo - Parceria entre Operadores Turísticos Alemães e os Agentes da Oferta Algarvia</i>

Room S13 - Tourism Demand and Supply Issues IV

Chairman: *Álvaro Matias*, Professor of Economics and Tourism Research, Instituto Piaget, Portugal

137 Aniela Danciu, Stănciulescu, Voineagu, Morariu	Romania	<i>Prerequisites of Tourist Cooperation in the Black Sea Area</i>
127 Sibel Cengiz, Necla Ayas	Turkey	<i>An Alternative Approach To Develop Competitive Advantage of The Tourism Destination: Environmentally Sustainable Tourism Development</i>
28 Ebru Kerimoglu, Hale Ciraci	Turkey	<i>The Evaluation of Istanbul as a Major Urban Destination with Respect to International Visitor's Expectations</i>
44 Hilmi Rafet Yüncü, A. Dündar Akçay, F. Maviş	Turkey	<i>Determining Perceptions of Customer Value Differences between Fast Food and Fine Dining Restaurants</i>
124 Sasha Rawlence	UK	<i>Research proposal: Maximising the economic impact of investment in tourism in Yunnan Province, Southwest China</i>
139 Maria Cristina Moreira, Júlia Lourenço, José Oliveira	Portugal	<i>Cultural Tourism And Its Economical Benefits: The Added Value Obtained With The Interpretation Of Portuguese Statuary Related To Napoleonic Wars</i>

Room S16 - Turismo, Ambiente e Transportes (session in Portuguese)

Chairman: *Francisco Henriques*, Professor of Tourism Marketing and Management, Instituto Piaget, Portugal

13 Cláudia Almeida, Ana M. Ferreira e Carlos Costa	Portugal	<i>A Operação das Companhias Aéreas de Baixo Custo no Aeroporto de Faro (1996-2006)</i>
134 Maria Cidália Tojeiro	Brasil	<i>Ecoturismo: preservação ambiental e sustentabilidade econômica</i>
114 António Leandro, Luís Miguel Pereira	Portugal	<i>Leituras do Minho: uma análise à literatura de viagem</i>
112 Júlio César Butuhy	Brasil	<i>Turismo, Direito e Economia: os impactos da aplicação do Código de Defesa do Consumidor na hotelaria – um estudo sobre São Paulo (1998-2004)</i>

12:30-13:00 Light lunch at Hotel Vila Park

13:00-14:30 Closing Session - Guest Speakers:

13:00-13:45 – **Peter Nijkamp**, Full Professor of Regional and Urban Economics and Economic Geography, Free University of Amsterdam, The Netherlands:

“Congestion in Popular tourist Areas: A Multi-Attribute Experimental Choice Analysis of Willingness-to-Wait in Amsterdam”

13:45-14:30 – **Luiz Moutinho**, Professor of Marketing/Director of Doctoral Programme, Department of Business and Management - University of Glasgow , Scotland:

“Future Trends in Tourism and Academic Research”

15:00-18:30 – Social Programme: Sightseeing tour to some places of historical and cultural interest in the surrounding region.
