Anna Trono
Stefania Cerutti
Elisa Piva

Editors

Global Issues
and Challenges
for Accessibility
and Sustainable
Tourism

Book of Abstracts of the
GLOBAL MANAGEMENT PERSPECTIVES
4th International Annual Conference 2019
in Lecce, Italy
1st - 2nd March, 2019

Anna Trono - Stefania Cerutti - Elisa Piva
Editors

Department of Cultural Heritage,
Università del Salento, Italy

GLOBAL ISSUES AND CHALLENGES FOR ACCESSIBILITY AND SUSTAINABLE TOURISM

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ARS.UNI.VCO – Associazione per lo Sviluppo della Cultura,
degli Studi Universitari e della Ricerca nel Verbano Cusio Ossola

GLOBAL MANAGEMENT PERSPECTIVES
4th ANNUAL INTERNATIONAL CONFERENCE

GLOBAL ISSUES AND CHALLENGES
FOR ACCESSIBILITY AND SUSTAINABLE TOURISM

Conference Programme

Università del Salento
Lecce, Italy
1st - 2nd March 2019

FRIDAY, 1st March 2019

Università del Salento

Studium 2000, building 6, corner Viale San Nicola, Via di Valesio, Lecce, Italy

8.30-9.15	Conference Registration

9.15 - 10.15	**Opening Ceremony** Welcome by **Professor Gianluca Tagliamonte**, Direttore del Dipartimento di Beni culturali **Professor Anna Trono**, University of Salento, Conference Chair Keynote speech "*An Economic and Sustainable Impacts of Tourism on Host Cities*" **Razaq Raj**, *Leeds University, UK* Keynote speech "*The Italian economy and the role of the tourism*" **Guglielmo Forges Davanzati**, *University of Salento, Italy*

	Coffee break

	SESSION 1 - SUSTAINABLE TOURISM: A GLOBAL PERSPECTIVE **Chair: Gian Maria Greco**, Autonomous University of Barcelona - **Discussant: Elisa Piva**	
10.45-12.00	**Silvia Grandi** University of Bologna, Italy	*Sustainability, human development and creativity: a theoretical perspective for tourism*
	Elisa Magnani University of Bologna, Italy	*Tourism facing climate change: the challenge for a sustainable future of tourism development*
	Carmen Bizzarri, Margherita Pedrana European University of Rome, Italy	*Climate change, sustainability and tourism. Case study from Italy*
	Erling Kavita, Jan Swartz, Isobel Green, Alinah Segobye Namibia University of Science and Technology, Namibia	*Sustainable Cultural Heritage Tourism in Namibia: Issues and Challenges*

	SESSION 2 - SUSTAINABLE TOURISM AND SUSTAINABLE ACCOMODATION **Chair: Silvia Grandi**, University of Bologna - **Discussant: Stefania Cerutti**.	
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	Ana Mehnert Pascoal, Maria João Neto, Clara Moura Soares University of Lisbon, Portugal	*From hospital to hotel – heritage restoration and sustainable tourism: the case of the S. Marcos Hospital in Braga, Portugal*
	Ogunleye Adebowale-Yemi Leeds Beckett University, UK	*Sustainable Agritourism-IGOGO festival-OWO NIGERIA*
	Radosław Dziuba University of Lodz, Poland	*Sustainable tourism development in the hotel services industry. The example of Montenegro*
	Diego Frigino, Simona Bonito University of Salento, Italy	*Enhancement of the accessible tourism accomodation enterprises for sustainable tourism*
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	Elisa Piva University of Piemonte Orientale, Italy	*Toward an integrated and sustainable approach in destination branding: the role of residents' perceptions*
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	Antonio Caso Università di Bologna, Italy	*Sustainable tourism and sacred routes: the rule of the ancient ways of transhumance in the creation of a Southern Italy pilgrimage route*
	Giovanni D'Errico, Giovanna Ilenia Paladini, Lucio Tommaso De Paolis University of Salento, Italy	*Augmented Reality and Drones in Archaeology: Smart Fruition and Geo- localized Multimedia Contents*
	Lucio Tommaso De Paolis, Doriana Cisternino, Carola Gatto, Giovanni D'Errico, Giovanna Ilenia Paladini University of Salento, Italy	*Virtual Portals: an Augmented and Mixed Reality solution for the enhancement of sustainable tourism*
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	Luigi Piper, Antonio Mileti, M. Irene Prete, Pamela Palmi, Ludovica De Rinaldis, Gianluigi Guido *University of Salento, Italy*	*Evaluation of luxury consumption experiences in the tourism sector*
18:30	Keynote speech "*Sustainability and green practices*" **Fevzi Okumus** *University of Central Florida,* *Editor-in-Chief of the International Journal of* *Contemporary Hospitality Management*	
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SATURDAY, 2nd March 2019

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<div style="background:red;color:white">

Session I

SUSTAINABLE TOURISM: A GLOBAL PERSPECTIVE

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Sustainability, human development and creativity: a theoretical perspective for tourism

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This paper aims at presenting the relationship between sustainable tourism and creativity in the theoretical perspective of development. Both sustainable tourism and creative tourism are significantly approached by tourism studies scholars. However, less attention has been given to the relationship between human right, sustainability and creativity in the tourism field, especially starting from the human development approach that has been significantly converged and included in the Sustainable development paradigm in the 2030 Agenda and its SGDs. Creativity is a central factor that triggers the basic motivation of happiness, prosperity e self-realization of people. Mahbub ul Haq, founder of the United Nation Human Development Report, states the fundamental role of leisure as people's right and that "the objective of development is to create an enabling environment for people to enjoy long, healthy and creative lives" (UNDP, 2009). Based on this definition of human development a clear relationship between creative and leisure is emerging, notwithstanding that the word "recreation" is substantially and etymologically based on "creativity". With this perspective sustainable tourism could be significantly enriched and influencing the accessibility as well.

Keywords: Tourism, sustainability, human development, human rights, creativity

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Tourism facing climate change: the challenge for a sustainable future of tourism development.

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The paradigm of sustainability is nowadays recognised as fundamental in every destination planning, and even developing countries are implementing sustainable policies that tackle the development and promotion of local tourist attractions.

However, sustainability will have to face an increasingly pressing challenge, that of climate change. As a matter of fact, as every other aspect of human life, the tourist sector will be more and more affected by the territorial impacts of climate change, and the addressing of this issue will be one of the main challenges for the future territorial planning, and for tourist planning as well. Tourist destinations, especially in developing countries, will have to deal with the issue of climate change and the very definition of sustainable tourism will have to be rethought with a clearer intent of addressing the territorial impacts of climate change, both in respect to mitigation and to adaptation strategies.

Despite the impacts may not be clear at the moment, and in some cases positive impacts may even be estimated, future sustainable tourist projects will have to integrate policies and actions aimed at achieving a larger participatory approach to the management of the climate-induced impacts, with specific policies not only aimed at mitigating the impacts - mainly through the implementation of emission reduction strategies - but also focusing on adapting to the changing environmental conditions in the tourist areas.

The paper discusses the perspectives of sustainable tourism facing the challenge of climate change, deriving examples from a few case studies from tourist destinations both in developed and developing areas of the planet.

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Climate change, sustainability and tourism. Case study from Italy

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Tourism is considered one of the most sensitive sectors to climate change, which influence both demand and tourism supply, through various aspects. Climate changes can have effects on tourism, on operators and tourist destinations and on tourist flows. The importance of the topic can also be assessed on the basis of environmental sustainability, an issue that must be central to any public policy on the matter. The main objective of this work is the analysis of the effects that the climate can have on tourism, the forecasts for the new forms tourism in the destinations. Will be taken into consideration the changes both infrastructural and geo-economic that will have to be taken into account by the institutions and operators for the design of new tourist flows. Finally, this work aims to analyse and evaluate public policies that can be implemented for tourism.

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Sustainable Cultural Heritage Tourism in Namibia: Issues and Challenges

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This study examines the development of cultural heritage tourism in Namibia, and questions if this type of tourism development has been managed in a sustainable manner. Recent national tourism policies in Namibia increasingly have been aimed towards promoting cultural heritage tourism, signifying that cultural heritage tourism could be potentially one of the most important areas in the growth of the country's tourism industry. While tourism development has contributed to the country's economic growth, for cultural heritage, the thrust of the tourism industry is to make the most of the country's non-renewable resources. The study identified three key objectives required for creating sustainable tourism development in Namibia: meeting the needs of local communities, satisfying the demands of a growing number of tourists, and safeguarding the remaining natural and cultural resources.

Keywords: cultural heritage tourism, heritage, culture, sustainable development, Namibia

Session II

SUSTAINABLE TOURISM AND SUSTAINABLE ACCOMODATION PART II

Effects of slow tourism experience dimensions on visitors' intention: an empirical study on camping

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 "Slow tourism"represents an emerging and sustainable form of tourism. This research aims to deepen current understanding of experiential dimensions of camping, considered as a form of "slow tourism" (Blichfeldt and Mikkelsen, 2015; Moira et al. 2017), and investigate their effects on visitors' intentions.

The research adopted the framework provided by Kim et al. (2012), who developed a scale of memorable tourist experiences, which embraces seven dimensions: *hedonism*, the extent to which tourists experience pleasure able feelings during vacation; *novelty*, the degree of newness they perceive from their experiences; *local culture*, the extent to which tourists form positive impressions of local people and traditions; *refreshment*, the extent to which they feel revitalized during vacation; *meaningfulness*, the extent to which tourists perceive that their vacation is important; *involvement*, the degree of commitment that tourists feel when visiting places; and *knowledge*, the extent to which tourists find their vacation culturally enriching.

We conducted a survey study on 589 tourists that had spent a vacation in a camping area in Apulia, South Italy. The survey comprised an adapted version of the memorable experience scale by Kim et al. (2012). Furthermore, respondents reported their degree of satisfaction; the extent to which they intended to share positive word of mouth; and how likely it was that they returned to that camping area for vacation in the future.

The results showed that hedonism, local culture, and refreshment were positively related to satisfaction. Hedonism and local culture were positively related also to tourists' intention to share positive word mouth. Local culture and refreshment were positively related to tourists' intention to return in the future.

These findings provide clear indications for tourist managers and policy makers about which aspects of camping experiences should be developed and reinforced to stimulate positive reactions among actual and perspective tourists.

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From hospital to hotel – heritage restoration and sustainable tourism: the case of the S. Marcos Hospital in Braga, Portugal

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Heritage sites and listed buildings have been focused by discussions concerning sustainable tourism, particularly regarding their management and conservation as monuments within the current stage of tourism massification [1]. However, these historic buildings can have other primary functions and be relevant for tourism.

This paper will address the issue of sustainable tourism in relation to the refurbishment and repurposing of heritage buildings. It will consider the adaptations of the former S. Marcos Hospital, in Braga, in the north of Portugal, throughout its history as well as regarding its recent transformation into a hotel.

Dating back to 1508, the S. Marcos Hospital has since been managed by the charity *Santa Casa da Misericórdia*. The building underwent a major reform during the 18th century. In the 1960s, during the *Estado Novo* dictatorship, it was enlarged with a modern accoupled pavilion [2]. These facilities functioned as the main hospital of Braga until 2011, when a new hospital opened. Meanwhile, the hospital's main façadehad been listed as Building of Public Interest (1956).

Recently, the old S. Marcos Hospital was renovated as a 4-star hotel by the company *Vila Galé*, supported by European community funds. The restoration respects the historical building, adapting it to the present-day requirements and considering the future in terms of sustainability. It was nominated for an architecture prize [3].The section dating from the 20th century is currently being refurbished as a hospital unit by the private healthcare company *LusíadasSaúde*.

This paper intends to analyse the maintenance and restoration of a historical building with a particular healthcare function and its "new life", evaluating this practice within the scope of sustainable tourism, as well as considering the phenomenon of medical tourism [4]that could be attached to the hospital function that part of the building will soon regain[1].

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Sustainable Agritourism-IGOGO festival - OWO NIGERIA

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The benefits of tourism are usually felt at two levels: macro or national, and micro or sub-national level. At the first level, tourism is expected to foster economic growth through foreign exchange earnings and an increase in state revenue and, at a second level, an improvement in people's well-being in the areas of job creation, revenue or income distribution and balanced regional development. The Igogo festival is annually celebrated in the month of September, attracting not less than a million   tourists. This tourism proffers solution to the low economic, year-round condition of the community and looks at the socio-economic inputs generated during the month in question.

At present, more and more people are moving from rural areas to cities, mostly drawn by the interaction of socio-economic dynamics as the result of a mix of various push-factors, for example, unemployment, low standards of housing and infrastructure, lack of educational facilities (EEA 2006;) & opportunities, attractive jobs, cultural attractiveness, better education, modern lifestyle (Bodaar and Rath 2005). The Methodology used is Qualitative with N-vivo software application, Owo is geographically divided into five quarters, wherein interviews were conducted in alternate of 50 households , mostly farmers. The questions centre on the socio-economic implication of the festival, the sustainability, need for innovations, generation of new and additional tourists in subsequent tourist seasons. The findings are very exposing and educative.

 However, in recent years, there has been an increase in socio-economic vices during the festival season - high cost of food and accomodation shortage, low governmental financing and patronage, thereby creating low turnout of entrepreneurship.

 In conclusion, the research will serve as a policy blueprint, for academia, business entrepreneurs, the farming community as a whole and Government policy makers.

Keywords: Sustainability, Heritage, Urbanisation. Culture& agritourism

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Sustainable tourism development in the hotel services industry. The example of Montenegro.

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Specialists agree that one of the main sectors that is waiting for technical innovations related to environmental protection is the industry related to tourism and other leisure services, because as a result of the global pro-ecological tendency tourists and travelers coming from different corners of the world are expecting it more and more.

On a global scale, there is an increasing interest in pro-ecological products among tourism consumers. However, it should be emphasized that the interest of customers in ecology is the higher the more developed the society in terms of individual wealth, social security or consumption saturation. Therefore, greater environmental awareness of sustainable tourism is noticed among customers from such countries as: North America, Scandinavian countries, Austria, Germany, the Netherlands, the United Kingdom, Japan and Australia. Poland is still perceived as a country of consumption imitation at the stage of development.

The aim of the article is to present and analyze an innovative approach to the problem of sustainable tourism development, resulting from running an environmentally friendly hotel, confirmed by a certificate meeting international standards of Ecolabel marking on the example of European Union countries. An environmentally friendly hotel confirmed by a certificate is an object that favors a local, regional or global ecosystem, while allowing to reduce its own operating costs. A hotel that is independently referred to as environmentally friendly should have a certificate issued by an external independent organization, which allows for reliable confirmation of the owners' fulfillment of various types of environmentally friendly standards. The publication will show the results of a survey conducted on 110 Montenegro hotels.

Keywords: Ecolabel, Sustainable Tourism, economisc,

Enhancement of the accessible tourism accomodation enterprises for sustainable tourism

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Nowadays tourism is one of the most important voice in world and local economy, set to increase in the following years. Tourism contribution to GDP (Gross Domestic Product) is about 10.3% in Europe, about 10.4% in all the World, but reach 13.0% for italian economy, increasing more than 25% in the last 6 years.

This important result is obvious for a Country like Italy, because of its Cultural and Natural Heritage, but on the other hand it's not easy to manage tourist flows excpecially when their distribution is heterogeneus during the year, concentrating in one season or in a single Place. In any words, overtourism is not the right way for sustainability.

Accomodation quality and tourist flows management, seasonal tourist pressure decreasing, accessibility and sustainability, are the challenge sthat Public Administration, Research Institute, NGO's and Private Enterprises, are facing to avoid tourist saturation and than economic depression and social and natura limpacts.

From this perspective we imagine to create an international brand on sustainable tourism (QNeST), as a useful tool for tourist to choose eco-friendly tourist accomodation, for local communities to safeguard their landscapes and for tourist enterprises to get a quality recognizable international brand.

Our research segment, in particular, has been realized setting an online self-assessment questionnaire to measure quality, accessibility and sustainability in tourist enterprises, using criteria identified and shared with QNeST research team.

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Session III

SUSTAINABLE APPROACH IN TOURISM: MULTIFACED EXPERIENCES

The role of stakeholders in enhancing territorial quality in sustainable tourism

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The term "sustainable tourism" is very general and is used to describe responsible travel practices that are, in particular, environmentally friendly, ethical, virtuous, that do not exploit a territory, a culture or a population, that are economically sustainable for the host people, characterized by a socio-cultural interest, that is, that the entire trip is carried out not only in respect but also in the interest of the population that hosts the tourist.

Tourism is also an economic activity because there is a company that offers a set of goods and services on the market and that, to do this, employs staff, invests financial capital, is supplied by other companies and is aimed at segments of consumers interested in that particular "product". The role of the stakeholder is twofold because, while it promotes its products and services, it is also directly concerned with the protection of sustainable tourism in which it is an integral part. It is committed to enhancing the protection and enhancement of the territory and the social welfare of tourists.

In order to achieve this objective, it is important to create a network among the various stakeholders whose ultimate goal is the enhancement of sustainable tourism within their territory.

This objective is being achieved within the framework of the QNeST (Quality Network on Sustainable Tourism) project.

Keywords: Stakeholder, territorial quality, Qnest project

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Toward an integrated and sustainable approach in destination branding: the role of residents' perceptions.

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Destination marketing organisations (DMOs) have started to pay particular attention to the creation of territorial brands and to build emotional brand connections with their tourists. Different authors have claimed that brand creation needs to be achieved through an integrated and sustainable decision-making process that includes the numerous stakeholders that may be involved in a particular destination. Residents' attitudes and perspectives are directly related to successful tourism destinations and they are therefore essential to be considered when it comes to build durable and effective destination brands and sustainable development strategies.

In the literature, residents are merely studied in terms of destination image or attitudes toward tourism and less attention has been given to the study of their role in the brand creation process and on their perceptions of the brand identity elements that should be conveyed. In this light, one the main aims of this study is to contribute to the insufficient literature on residents' involvement about the bottom-up approach of a branding process. In this sense, residents' opinions become essential in any attempt of brand development that can be defined inclusive and sustainable over time. Secondly, this study aims at filling this gap, by adding a new perspective focused on brand identity and brand creation. The study has been undertaken in Alto Piemonte, a regional destination located within the Piedmont, north-west Italy. Wanting to develop a new regional brand, this territory is using an inclusive approach that seeks for residents' opinion and view for the new brand. The study will disclose these opinions, as well as the elements that form the basis of the brand identity in this destination. Thus, the study offers both theoretical implications for the identification of the elements that influence the process of brand development of a destination, and practical implications that can help the managers of tourism in this area in the branding process.

Keywords: destination branding, brand identity, brand creation, sustainable brands, inclusive approach

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The way of Saint James: an example of sustainable tourism

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The way of Saint James is one of the most important Christian pilgrimages since the Middle Age with the ones of Rome and Jerusalem. Even it began in the 9th Century, was prompted by Pope Callixtus II in the 12th Century. When the pilgrim arrives in Santiago de Compostela and visit the tomb of Santiago they earn plenary indulgence. The official guide is a códice from the 12th Century called "Codex Calixtinus".

There are different routes that takes to Santiago de Compostela. The most popular is the French way (from the French border of the Pirinees) but there are others like the Original Way, the Portugueses Way or the Northern Way among others.

In October 1987, the route was declared the first European Cultural Route by the Council of Europe. In 1993 the French Way was declared UNESCO's World Heritage Sites and since 2015 the declaration includes the rest of the routes.

The Way has been since the Middle Age a place of cultural interchange, commercial activities, and tourism, that have connected the Iberian Peninsula and the rest of Europe. Now it is an example of sustainable tourism that combine natural environment and cultural heritage, with a personal experience.

Since the Spanish Historical Heritage Act, Law 16/1985 of 25 June 1985 the Way have had the highest level of cultural heritage protection in Spain and in the Autonomous Communities through which the routes pass, so I would explain them.

There are also many projects like "Life Stars +20", "proyecto Ultreia", "UNRIC España", "Human rights on the Way of Santiago", "The way of the Recycling" among others promoted by the World Tourism Organization related with the sustainable tourism using the Way of Saint James like a place of experimentation.

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Sustainable tourism and sacred routes: the rule of the ancient ways of transhumance in the creation of a Southern Italy pilgrimage route

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The pilgrimage route has had a fundamental rule in the conceptualization of sustainable tourism. In Italy, this net includes many routes like Via Francigena, Via degli Abati and other ones in Central-Northern Italy, comprehending sacred places like Assisi and Norcia. Recently, the route called Via Micaelica has been considered as a new pilgrims route between Rome and Monte Sant'Angelo (where a very ancient San Michele Arcangelo Sanctuary is located) and improperly described as a "Southern Via Francigena". Even though many pilgrims' vessels to Jerusalem departed from the Apulian Adriatic coast and from Monte Sant'Angelo itself, this definition is historically wrong. Anyways, the pastoral context between Puglia Molise and Abruzzo included several sacred areas included in the route of Tratturi, the ancient ways of transhumance. In several cases, those routes are still available for walking and connect meaningful holy places like San Giovanni Rotondo, Manoppello's Sanctuary and Castelpetroso's Sanctuary in addition to the already mentioned San Michele Arcangelo Sanctuary. Therefore, the conceptualization of a "Pastoral" sacred route in Southern Italy could be more historically coherent and could lead to the rediscovery and enhancement of local traditions and to the revitalization of the little villages of Southern Apennines including also the Catholic ancient Arbëreshë area. Moreover, the creation of such a pilgrimage net would include several sacred places which are now abandoned like the rock churches in Puglia and Molise.

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Augmented Reality and Drones in Archaeology: Smart Fruition and Geo-localized Multimedia Contents

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The safeguard of the historical and artistic memory of the world cultural heritage has become in recent years the centre of discussions, even on interdisciplinary intervention areas, because the perception of a progressive and irreversible depletion of this heritage is growing. The evolution of many technologies and the possibilities of a real-time interconnection offered by the mobile devices provide an important bridge to the valorisation, the protection, and even the prevention of degradation. In the last years the technologies supporting cultural heritage include also the use of drones.

In addition to the current use of drones in archaeology oriented to rebuild the historical evolution by using aerial photogrammetry, it is possible to improve the fruition of an archaeological site by means of the augmented reality technology that allows presenting a world where real and virtual objects exist simultaneously. These technologies have a strategic role in many application contexts, but the real challenge for the future focuses on their synergy.

The main contribution of this work was to provide a smart fruition of the archaeological heritage by combining the advantages of aerial exploration with augmented visualization. Several types of multimedia virtual contents are geo-localized in the archaeological area and superimposed on the aerial video obtained by means of the drone's camera in order to give to the user an illusion of a journey through time. The work is oriented towards the current need of providing models, processes and services directed towards a smarter valorisation and fruition of the cultural heritage in order to enhance the experience of cultural enjoyment and promote tourism.

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Virtual Portals: an Augmented and Mixed Reality solution for the enhancement of sustainable tourism

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The experimentation of new effective techniques of visualization provides innovative technological solutions for the enhancement of sustainable tourism.

Potential visitors are our main target and we aim to increase the number of visits in targeted places, according to the government policy. We propose an innovative audience development method based on Augmented and Mixed Reality technologies.

In particular, we focus our attention on historical or naturalistic scenarios, such as museums, art galleries, archaeological sites, parks and natural reserves, by proposing strategic trails "visitable" remotely in Augmented Reality. In this way we help the potential visitor in scheduling the journey, and the tourist operators in proposing alternative and new trails in a realistic and immersive way.

The aim is to increase the interest of those potential visitors, and to encourage the purchase of specific and targeted tourist trails. Tourist operators can provide their customers with a paper map with different PoIs (Point of Interest) that are "visitable" thanks to specific virtual portals, installed on their smartphone.

Virtual portals are the media that allow the transition from reality to virtuality, from the place where the person is to the place that he\she is curious to visit.

Passing through these virtual gates users carry out a "travel" in space and time, providing for example the 3D reconstruction of ancient buildings.

These points of interest are "visitable" in part remotely thanks to a mobile device, while a certain number of virtual portals are geolocalized in the actual GPS position, so that user can continue to explore also when he\she is actually in that place. The perception is that the "travel" passes through different space-temporal dimension: this is actually what we want to provide as user personal experience.

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The change of food consumption in tourism

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Food consumption not only serves as sustenance but it is also a way to relate to other people in social, cultural terms as underlined in the values of the Mediterranean lifestyle.

In the general context it is recognized as a collection of evolving social practices and tourists could be considered as agents of change because their food choices and preferences have a significant impact on local food supply.

On the other hand there is a perspective concerning with the type of cuisine-food tourists prefer and consume in destinations, the perceived functional and symbolic importance of the cuisine-food chosen, and the salient factors influencing tourists' consumption.

These factors lead to consider the "tourist's paradox", to paraphrase Fischler, an oscillation between new foods and new experiences and familiar foods.

Food consumption in tourism can be conceptually distinguished into supporting consumer experience and peak touristic experience in line with the valorization of quality tourism. In line with these characteristics it is important to underline the new value of foods with particular attention for different factors: tourist's demand and their health needs (foods allergies and intolerance are the most common).

Keywords: Food, consumption food, Mediterranean diet

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Factors influencing tourist food consumption Athena H.N. Mak, Margaret Lumbers, Anita Eves, Richard C.Y. Chang

GASTRONOMIC MANIFESTATIONS AS A FACTOR OF IMPROVEMENT OF SERBIA'S TOURISM OFFER *Tanja Stanišic, MarijaKostić, Milena Mišeljić*

Globalization vs. local. The role of street food in the urban food system Donatella Privitera[a]*, Francesco SaverioNesci

GLOBALISATION AND FOOD CONSUMPTION IN TOURISM Athena H.N. Mak Margaret Lumbers Anita Eves

Globalization vs. localization: global food challenges and local solutions Quaye Wilhelmina, JongerdenJoost, Essegbey Georgeand Ruivenkamp Guido.

Session IV

ACCESSIBILITY AND TOURISM: ISSUES, SECTORS AND FACILITIES

Europe without barriers: accessible tourism between places and projects

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In the last few decades, the tourism sector in Europe is facing growing demands from travelers who want better access in hotels, at holiday destinations and tourist attractions. The number of European travelers in the 55+ age group is increasing and, together with disabled people and their families, these customers are looking for travel options where basic accessibility features are standard. Notably, studies have shown that disabled people are excluded from travelling and enjoying a holiday - at home or abroad - by a lack of suitable facilities and services.

The so-called "accessible tourism for all is not about providing separated services for separated targets or niche tourist markets. It aims at full integration or rather inclusion of people with special needs (age, size, disability) in the tourism sector. Its long-term goal is the creation of a tourist environment in which all tourists can participate actively.

Viewed from the perspective of accessible tourism for all, tourism policy in the European Union can be said to unite accessibility targets that are part of the otherwise commerce-related aspects of tourism policy and a disability policy that, based on the UN's Standard Rules, support goals and specific measures at various levels that are designed to enhance accessibility in connection with tourism policy.

Within this framework, the main purpose of this research is to investigate strategies, funding programs and actions in which the European Commission is committed to increase accessibility in tourism. Using a qualitative methodology, the paper explores objectives and activitie sof some local initiatives that are helping to make travel and tourism accessible for all. Therefore, it offers an overview on several projects and good practices taking place in Italy and other European countries.

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Integrated Accessibility of Tangible and Intangible Cultural Resources. An Analysis of Successes and Failures of the Accessibility Action Plan of the SAC Porta D'Oriente

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In 2010, the Apulia Region (Italy) launched the Environmental and Cultural Systems programme (SAC). SACs are "aggregations of environmental and cultural resources of the territory, adequately organized, networked and managed on the basis of their capacity to support integrated promotion programs, sustainable development and inter-institutional cooperation" (Regione Puglia, 2010, p. 2). Each SAC is built around a *core idea*: (a) peculiar to the specific territory of the consortium and (b) able to tie together different cultural and environmental resources, such as natural parks, archaeological heritage, museums, historical theatres, and archives. The core idea is developed through a *unified strategy of actions*. Following a public call, eighteen SACs were approved, among which the SAC *Porta d'Oriente* (PdO).

As a peculiar feature, the SAC PdO has accessibility as a core transversal action in its strategy. Under the assumption that accessibility solutions should provide access to cultural and tourist services, products and environments for people that cannot, or cannot completely, access them in their original form(Greco, 2016), specific accessibility solutions were developed in order to provide access to different groups: persons with disabilities, children, migrants, foreign speakers, the elderly and so forth. All actions were realised through a universalist, user-centred and proactive approach (Greco, 2018). All this has then been translated into a series of solutions, such as propriocentric descriptive guides, audio descriptions, memory boxes, discovery trails, tactile reproductions, tactile interactive games, and videos with voice over, Italian Sign Language and subtitles; all products in three languages. The actions were carried out through the ad-hoc established Experimental Centre for Accessibility, run by POIESIS, and a multidisciplinary team, which included end-users. The paper will describe the work realised and discuss successes and failures through an analysis of the results of a qualitative research (focus groups and interviews) with the different stakeholders involved.

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Puglia for All: Awareness and Best Practices on Accessible Culture and their Implications for Public Policies

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In 2015, the Apulia Region (Italy) launched the project *Puglia for All* with the goal of implementing actions for mainstreaming best practices of cultural and tourism accessibility. The project had two main parts. The first one was managed by PugliaPromozione, the regional agency in charge of tourism, and focused on accessible tourism, mainly coastal activities (beach clubs, restaurants etc.). The second one was managed by Teatro Pubblico Pugliese (TPP), the regional agency in charge of cultural activities, and focused on accessible cultural tourism.

The core activity of the part managed by the TPP was a research on the status of accessibility awareness and services among regional stakeholders of the cultural sector. The research was carried out by POIESIS. Key in the research was a survey with the threefold goal, to: (a) identify the level of knowledge and awareness of the various stakeholders on cultural accessibility; (b) analyse the activities implemented by the stakeholders in the area of accessibility and identify best practices and problems; and (c)investigatestakeholders' attitude towards current and future public policies on cultural accessibility. The survey involved: 13 theatres and theatre companies, either of regional relevance or members of Teatri Abitati, the TPP-funded programme of theatre residencies; 32 festivals, either of regional relevance or members of one of the festival networks funded by TPP; 11 regional parks and natural reserves, selected among the ones that took part in thePuglia Green Hour project, the regional programme for live events and cultural activities in natural reserves.

Although the survey was carried out in 2015, the results have never been presented in public until now. The paper will present and discuss, for the very first time, the results of the survey, highlighting best practices and shortcomings and discuss their relevance for current and future policies on accessible tourism.

Malpensa northern railway connection: the effects of an European corridor on tourism accessibility

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Transport is a cornerstone of the European integration process and enables connectivity, convergence and cohesion across the Union. A smart, sustainable and fully interconnected transport network is a key condition for the completion and good functioning of the European single market and for linking Europe with the world's markets (European Commission, 2017).
It thus contributes to the European economic growth and has significant effects on touristic development because of the territorial accessibility relevance.
In 2013, the European Union adopted the new trans-European network transport strategy that is settled on a core network and nine main corridors.
The Malpensa airport was individuated as a strategic node until 1994 with the inclusion in the Essen fourteen priority projects list.
In the actual European transport framework, the railway interconnection of the Malpensa airport represent a strategic objective along the Rhine-Alps corridor (which is one of the nine main European corridors).
Today (2019) the airport is interconnected with the railway system only from south via Ferrovie Nord. The northern part actually is the missing link. His implementation will consent the complete intermodal connection (air-railway-route) for an intercontinental node that serve a large catchment area in northern Italy.
The projected link between Malpensa Terminal 2 and the Simplon railway near Gallarate will improve the rail accessibility of the airport from north (until Switzerland) and will consent a better interconnection for many touristic destinations that are inside the catchment area (i.e. Lake Maggiore, Como Lake).
This paper intends to describe the actual situation of the project and to underline the possible future scenario after the realisation of the new rail connection (foreseen in 2023).

Tourism and work in the digital economy: how relationships between businesses and the professions are changing?

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Technological innovation and tourism

In the last 15 years, tourism has been the main driver of global economic recovery after the 2008- 2009 crisis (UNWTO, 2016). In 2017 the world tourist flows exceeded 1.3 billion, with seven consecutive years of growth, with an increase of 6.8% compared to 2016. Growth of the same level also for the turnover generated by the expenses of international tourists, which reached the 1,179 billion euros (UNWTO, 2018). The spread of technological innovation has certainly stimulated the evolution of the world and national tourism   market, as well as the emergence of new businesses and tourist destinations and the renewal of existing ones (Gareth 2013).

Tourism is by nature an experiential good, which lives and feeds on information and sharing (Poon, 1993, Sheldon, 1997). This means that the quality and consistency of the goods and services purchased - and which make up the tourism product - with respect to the client's expectations can only be verified at the

destination, and therefore upon fruition. As a result, the tourist is encouraged to maximize the amount of information collected from various sources, offline and online, to minimize the risk that his wishes are disregarded.

The profound change that the digital revolution has generated in the ways in which the tourist searches for this information and develops his decision-making process (from the idea of taking a vacation to   the purchase of travel, accomodation and ancillary services) has had, and still has a fundamental impact on the structure of the market and the transformation of the tourism industry. This is in terms of the evolution of the value chain and sales channels - as well as the distribution of market power among the various players operating in it -, both in terms of changes in internal processes and the required skills. From the development of the Internet to web 2.0, from the digitization of multimedia content to the creation of latest generation tools and applications, from the spread of mobile devices to augmented reality, all of these are influences and are affecting the tourism sector.

In this new digital environment, the growing ease of access to the Internet every time and everywhere - thanks to the capillarity of broadband, wifi and the 4G network and mobile devices - and the development of an area of social interaction on the web (the Web 2.0), provided potential tourists with a series of new tools and channels to speed up the collection of information

A new organization of tourism business

The aforementioned has also had strong implications on tourism businesses that, faced with a customer who controls the market and manages their online experience, and not only or not so much to find the best price, but to organize the perfect trip "(Bray, 2006), they are rapidly adapting to these changes, offering products and experiences cut to their needs and, possibly, anticipating their behavior.

The presence of low entry barriers has opened new opportunities for SMEs to give visibility to their products, even though they often have limited resources, both financial and human, to face such an evolutionary change. But the ease of access has also created a new market space

for companies born directly on the network (the so-called "dot.com"), which have replaced traditional intermediaries (tour operators and travel agencies), starting a process in fact of online re-intermediation. In some cases, these companies have assumed a dominant role in the development of the digital tourism supply chain, significantly altering the traditional structure of tourism distribution (Bern et al. 2012): just think of the OnLine travel agencies (eg Expedia) or " bed-banks "(eg Booking.com), which now act not only as intermediaries or as accomodation brokers, but as a real one-stop shop for the purchase of a combination of travel and vacation services, incorporating the airline offers, accomodation facilities, tour operators, other. Or to platforms for short rentals such as Airbnb, which acts as a virtual marketplace to encourage the meeting of a parceled offer of multiple owners and managers of houses and apartments, both private and organized in an entrepreneurial form (real estate agencies, property managers, etc. .), and the potential question. In the case of traditional suppliers organized in an entrepreneurial form, these platforms therefore place themselves both as direct competitors and as distribution partners.

If on the one hand the web has contributed to shorten the distribution channel, favoring a direct meeting between producer and final customer, on the other, it has also provided fertile ground for the multiplication of the actors that interpose themselves between supply and demand with role intermediaries, aggregators and / or "facilitators".This is increasingly leading to the evolution of the work processes of the 4.0   industry and the training of new professionals.

Conclusions: towards new skills and professional figures

The digitalization has already helped to create new professions in the tourism sector, almost all of which are necessary for the "support" processes that, as mentioned, are those that have undergone major transformations. Revenue managers and managers, web marketing specialists, market analysts, employees and   managers for social media, travel designers, e-reputation managers, web editors and trans-media web editors,   channel managers, and so on. All these figures have now become common in many tourist businesses, even if in different ways, ranging from the actual presence of the specific figure in the staff, to the attribution of its skills to other functions, to outsourcing through consultants and temporary managers.

The importance of supervising all activities related to the web and online distribution has also changed the skills required, more generally, to employees and managers in marketing, but also at the directional level. The same tourism entrepreneurs - considering that the majority of companies in the sector are SMEs - are forced to take these aspects into account when making their decisions.The paper will investigate this transformation by capturing the change in the relationship between organization and artificial intelligence.

In the tourism sector digitization is strongly changing the organization of work and relationships in companies. Managers and policy makers will find it useful to understand this phenomenon to guide their choices.

Keywords: tourism, organization, innovation, new professions, digital economy.

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Evaluation of luxury consumption experiences in the tourism sector

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Background

Recently, the luxury tourism and hospitality sector attracts not only the traditional segments of affluent and wealthy consumers but also middle or even lower middle visitors, when they feel that the service provided will actually add value to their consumption experience. New luxury consumers – those willing to pay 20% -200% above the ordinary middle-market brands (Silverstein and Fiske 2008) – and, especially, new luxury tourists, are now looking for unique and different tourism and hospitality products and services. Tourist experience can be defined "a past personal travel-related event strong enough to have entered long-term memory" (Larsen, 2007, p. 15), which includes several internal and external factors that shape and influence consumer experiences (Walls et al., 2011).

Aims and Objectives

This study aims to investigate tourism experience provided by a luxury resort in Southern Italy. In particular, the level of arousal – which refers to the extent to which an individual feels stimulated and active (cf. Bigne, Andreu and Gnoth, 2005) – resulting from the different services provided by the resort is evaluated and, then, visitors' intention to purchase them is considered.

Methodology

In the pilot study, a focus group was conducted in order to identify information about the tourist services provided by the resort. The following five services were tested: SPA, golf club, swimming pool, restaurant, and hotel rooms. A pretest was carried out on a sample of 60 respondents, 37 men (average age = 29.7; SD = 7.8). Participants watched a 360° video shown by using a Virtual Reality (VR) technology, a "Samsung Gear 360" camera. The level of arousal was measured by the Heart Rate Variation (ΔHR) (Karageorghis, Jones and Low, 2006), obtained from the difference between the Initial Heart Rate (HRInit) (before watching the video) and the Final Heart Rate (HRFin) (after watching the video). The results demonstrated a significant difference in terms of average arousal for the following services provided: SPA (S1), golf club (S2), and swimming pool (S3). In the experimental procedure, two videos were edited, each lasting 1 minute and 40 seconds, which described the three variables services significant in the pretest. A first video (Video 1) included the services according to an increasing arousal (S1, S2, S3), and a second video (Video 2) contained the services according to a decreasing arousal (S3, S2, S1). A questionnaire, which measured the intention to repeat the experience in the resort and socio-demographic data, was administered to a convenience sample of 37 participants (26 men, 54.1% belonging to the age group of 18-22, and 45.9% of 23-49), who randomly watched Video 1 and Video 2. Results of a two ANOVAs carried out considering arousal showed that there is a significant difference ($p < 0.05$) between the Heart Rate Variation (ΔHR), and also between purchase intentions in the averages mean values of the groups considered. Then, a third ANOVA showed that there is not a significant difference ($p > 0.05$) between the young and adult age groups both for Video 1 and Video 2.

Discussion and Conclusions

This study contributes to show how luxury tourist and hospitality providers can offer attractive products and services, able
 to meet the ever-growing market of luxury consumers. More specifically, it highlights which characteristics luxury tourist services must have to enhance visitors' arousal and their intention to buy. These results are relevant as, according to several marketing studies, the level of arousal can enhance tourists' pleasure (Babin and Attaway, 2000; Chebat and Michon, 2003; Wakefield and Baker, 1998) and satisfaction (Bigne, Andreu and Gnoth, 2005).

Keywords: luxury tourism, tourism consumption experience, arousal, intention to buy

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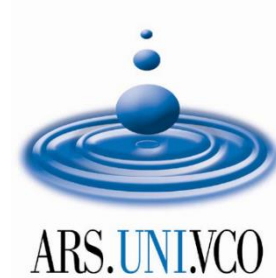
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