

Management e marketing del turismo

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Management e marketing del turismo



Nel corso dei decenni, il turismo ha registrato una continua crescita e un'ampia diversificazione, diventando uno dei settori economici in più rapido sviluppo al mondo e trasformandosi in un fattore chiave per il progresso socio-economico di diverse destinazioni nei paesi industrializzati, così come in quelli in via di sviluppo. La continua crescita e l'importanza del fenomeno hanno portato a un costante aumento degli studi scientifici sul turismo, provenienti principalmente da ambiti relativi alla gestione aziendale, al marketing, all'economia applicata e alla sostenibilità.

La collana nasce con lo scopo di raccogliere e dare valore, in forma di monografia o curatela, a studi scientifici che, attraverso diversi approcci metodologici e interdisciplinari, offrono un valido contributo all'attuale corpus di conoscenze nel management del turismo.

Le pubblicazioni verranno ammesse sulla base di una revisione anonima fra pari e di originalità, rigorosità di metodo, potenziale impatto positivo per la comunità scientifica.

Le opere potranno essere presentate sia in lingua italiana che inglese.

Tourism Sustainability

Insights and Reflections

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Preface

LINDA OSTI*

The present manuscript is the result of the workshop TomSust which took place at the Free University of Bozen–Bolzano (Brunico, Italy) in November 2018.

At its first edition, TomSust has been catalyst for worldwide researchers on tourism sustainability and regional development. The workshop took the form of plenary sessions with discussions on the recent advances in tourism sustainability and regional development through an international perspective and through studies based on different fields and approaches. The papers presented in this volume are the results of presentations, discussions and evaluations made during and after TomSust and offer insights and reflections on tourism sustainability from different perspectives.

The first paper is by Giacomo Del Chiappa, Marcello Atzeni, Stefano Usai and Antonio Cocco and focuses on coastal destinations, presenting and discussing tourism operators' attitudes towards (1) sustainability and competitiveness for their business and the destination as a whole; (2) the main barriers to tourism sustainability and (3) their attitude towards climate change and its influence on tourism.

The second paper is by Sabine Müller, Jürgen Lehmberg and Sindhuri Ponnappureddy and focuses on community development and governance taking Cambodia as a case study.

The third paper is by Oksana Tokarchuk and Oswin Maurer and focuses on tourism and residents' quality of life. By analyzing data of an ad-hoc survey, the paper discussed whether a mature, well-established destination that positions itself as a place for wellbeing enhancement destination guarantees this opportunity also to its residents.

The fourth paper is by Gian Pietro Zaccomer, Francesco Marangon and Stefania Troiano and focuses on photographic tourism as a form of sustainable tourism. By analyzing consumers' preferences, the paper offers a first insight into this growing niche with a specific focus on the Italian market.

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The last paper is by Gianluca Goffi and focuses on small destinations and family-run hotels in a small Italian region from a sustainable perspective.

Sustainable Tourism Development and Climate Change

A Supply–Side Perspective

GIACOMO DEL CHIAPPA, MARCELLO ATZENI, STEFANO USAI, ANTONIO COCCO*

1. Introduction

Over the last two decades, tourism has become one of the world's largest economic sectors, contributing as much as 10.4% of global GDP and supporting 313 million jobs in 2017 (WTTC, 2018). In 2017, the total number of international tourist arrivals had risen to 1.32 billion, attaining a growth rate of 6.8% over that of 2016 (UNWTO, 2018). According to tourism forecasts, international travel and tourism's direct contribution to GDP is expected to increase by 3.8% per year between 2018 and 2028 and to generate an average of 9 million new jobs per year through 2028 (WTTC, 2018). For this reason, tourism has always been considered a crucial sector for the economies of any country given its positive economic impacts on the area hosting a tourist destination. Over the last few decades, both in the academia and in the industry, people have started to be more conscious about negative externalities (i.e. economic, social and environmental costs imposed unintentionally by third parties) that tourism phenomena can create (Lee *et al.*, 2013; Van Doorn and Verhoef, 2011).

In this vein, implementing sustainable tourism development poses crucial importance for tourism destinations (Nunkoo and Gursoy, 2017; Woo, Kim and Uysal, 2015) to minimize negative impacts and maximize the effects of positives ones, increasing the competition level of tourism destinations generally (Ritchie and Crouch, 2003).

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In achieving both destination sustainability and competitiveness, collaborative policymaking between local public and private stakeholders is needed (Vernon *et al.*, 2005; Woo *et al.*, 2015; Timothy, 1999). In fact, considering local stakeholder's opinions is crucial for to gaining their support in tourism development (Ap, 1992) and allowing sustainability in the long-term (Fotiadis *et al.*, 2016).

Although relevant research has been implemented to analyse the perceptions and attitudes of residents towards tourism sustainability (Ap, 1992; Nunkoo *et al.*, 2010; Nunkoo and Ramkissoon, 2010), academic research still lacks analysis aimed at depicting the attitudes of tourism entrepreneurs towards sustainability and their perception on climate change affecting tourism development (Torres-Delgado and Palomeque, 2014).

Such lack of analysis and information is particularly evident for coastal tourism destinations, where academic papers dedicated to this topic are few in number (Blancas, González, Lozano-Oyola and Perez, 2010; Del Chiappa, 2018; Atzori, Fyall, Tasci and Fjelstul, 2018).

The present study contributes to fill this gap by presenting and discussing the results of a quantitative analysis carried out at three coastal destinations: Villasimius and the Tepilora, Rio Posada and Montalbo biosphere reserve in Sardinia (Italy) and Sanary-Sur-Mer in the southern coastal area of France. Specifically, adopting a supply-side perspective, this study analyses the following: (1) the priorities that respondents consider essential to attain sustainability and competitiveness for their business and the destination as a whole; (2) the main barriers to tourism sustainability and (3) their attitude towards climate change and its influence on tourism.

2. Literature Review

The concept of sustainability represents one of the pillars of tourism research since the 1990s, when this topic was discussed and analysed during the public debate that transpired after the Brundtland Commission's Report in 1987 (Saarinen, 2006; Ruhanen, Moyle and Moyle, 2018).

Although there have been some critical views underlying the vagueness of this concept (Sharpley, 2010) and the need to better identify what activities must be actually planned and implemented to achieve it (Garrod and Fyall, 1998), existing studies recognise that sustainability in the environmental, economic and social fields is one of the most important elements pertaining to the destination's competitiveness (Ritchie and Crouch, 2003; Fiocca and Sebastiani, 2009).

According to *Brundtland's Report* of UN-World Commission on Environment and Development (Brundtland *et. al.*, 1987), sustainable development

is a concept with three main domains of application: the environment, the economy and the social context. These three pillars of sustainability are intimately correlated with each other, suggesting that sustainability requires a holistic approach where cooperation and partnerships are crucially important both for the development of the global sustainability agenda and for the strategies of single companies (Elkington, 1998). This is important particularly for coastal and island tourism destinations (Timothy, 1999), whose environment is potentially affected by some climate change-related effects, such as a rising sea level and temperature (Klint *et al.*, 2012; Payet, 2008).

Several studies demonstrated that strong and effective networking among businesses, local authorities, host communities and government agencies is pivotal to support a joint effort in achieving projects and defining and implementing tourism strategy, (Ap, 1992; Elkington, 1998; Vernon *et al.*, 2005), attaining its long-term success (Fotiadis *et al.*, 2016). In this field, local authorities and, more specifically, Destination Management Organisations should support interaction and promote partnerships among companies, public bodies and local communities (Chen, 2006; Hamilton, Maddison and Tol, 2005; Jamal and Getz, 1995; Vernon *et al.*, 2005) and also be used to improve knowledge and information sharing, dissemination of best practices and each project's results (Komninos, 2008; Del Chiappa and Baggio, 2015; Blancas, Lozano-Oyola and Gonzales, 2015).

The active involvement of stakeholders and local communities is a *conditio sine qua non* for tourism competitiveness because of the several sectors and industries involved in shaping a sustainable destination, which makes their cooperation at the local level essential, to improve their capacity to compete globally (Hassan, 2000). In supporting business co-operations and the involvement of local communities, great importance is given to analyzing residents' and businesses' opinions, perceptions and views towards tourism (Woo, Kim and Uysal, 2015) and its impact on the destination.

Once having analysed their views and opinions (Tosun, 2000), the local community and the tourist site stakeholders should be involved in tourism planning (Mitchell and Reid, 2001), giving them the role of being active subjects in tourism development (Fredline and Faulkner, 2000); thus making it easier for them to operate as main stewards of tourism promotion (Tsaur, Lin, and Lin, 2006).

According to existing studies (Crouch, 2011), stakeholders preferably involved in research and supporting activities should be selected based on both objective and subjective criteria. Objectively, stakeholders should have a broad and focused knowledge of touristic phenomena, manage strategic resources and be involved in delivering tourist services, products and experiences to visitors (both directly or indirectly). Subjectively, stakeholders should display a proper consciousness about the concept of tourism

sustainability, its meanings, dimensions and its direct influence on each destination's competitiveness.

In this vein, several studies have been carried out aimed at deepening the knowledge about residents' views and attitudes on tourism development (Ap, 1992; Nunkoo *et al.*, 2010; Nunkoo and Ramkisson, 2010), with more recent researchers having called for further studies devoted to exploring and analyzing tourism operators' views and attitudes towards sustainability and climate change and their connection with destination competitiveness (Torres Delgado and Palomeque, 2014; Miller *et al.*, 2010), particularly in island-related tourism studies (Del Chiappa and Atzeni, 2015; Del Chiappa *et al.*, 2016).

Accordingly, this study was carried out to contribute to filling this identified gap by presenting results of a quantitative analysis carried out on a convenience sample of 192 tourism stakeholders in the following three maritime tourism destinations: Villasimius and the Tepilora, Rio Posada and Montalbo biosphere reserve (Sardinia, Italy) and Sanary-Sur-Mer in France.

3. Methodology

A structured questionnaire was developed based on those found in prior literature (Del Chiappa, 2018). The questionnaire was divided into three sections: in the first part, we asked respondents to prioritise a series of actions proposed to improve the sustainability of their business and the destination (5-point Likert scale: 1 = not a priority, 5 = an essential priority); in the second part, we asked local stakeholders to assess their level of agreement on a 5-point Likert scale (1 = totally disagree, 5 = totally agree) with a list of items aimed to measure their perception of (1) main barriers to tourism sustainability, (2) climate change and its influence on tourism development and (3) the actions to be implemented to minimize negative impacts; in the last part, respondents were asked to provide general information about their company.

Data were collected during July–October 2017 in Villasimius and Sanary-Sur-Mer and February–May 2018 in Tepilora, Rio Posada and Montalbo biosphere reserve.

Villasimius is a designated marine protected area (MPA) located in the south coast of Sardinia, which has been acknowledged as a sustainable European destination for its environment and tourism (European tourism indicators system: ETIS).

Sanary-Sur-Mer is a mature tourism destination, located in the Var department in the Provence-Alpes-Côte d'Azur region (France). The mu-

nicipality of Sanary comprises a surface area of 1,924 hectares, mostly coastal areas characterized by small beaches.

Tepilora, Rio Posada and Montalbo area is a regional park and a biosphere reserve located in the north–eastern part of Sardinia, recognized as a UNESCO site and included in the World Network of Biosphere.

The questionnaire was administered — face-to-face and online — to a sample of local private stakeholders (Villasimius: $N = 115$; Sanary–Sur–Mer: $N = 98$; Tepilora: $N = 188$), and 192 complete questionnaires were obtained. Data were collected and a series of statistics were applied to the purpose of this study (SPSS 19).

4. Findings

The sample comprised 192 tourism operators, 57 from Villasimius (response rate: 49.56%), 51 from Sanary–Sur–Mer (response rate: 52.04%) and 84 from the Tepilora (response rate: 44.68%); the respondents were mostly owners (Villasimius: 59.65%; Tepilora: 63.7%; Sanary: 52.94%) or managers (Villasimius: 24.56%; Tepilora: 24.4%; Sanary: 33.33%), mostly working within the hotel sector (Villasimius: 35.09%; Tepilora: 16.6%; Sanary: 20.00%).

Overall, respondents thought that finding new target markets ($M = 4.18$; $S.D. = 0.99$), increasing the use of social media ($M = 4.16$; $S.D. = 0.95$) and strengthening the commitment towards environment–friendly action ($M = 4.14$; $S.D. = 0.96$) were the most relevant priorities to achieve sustainability and competitiveness in their businesses (Table 1).

Table 1. Priorities to increase the sustainability and competitiveness of tourism organisations. Source: Our elaboration.

	M.	S.D.
A1. To introduce new services and products	4.02	1.03
A2. To increase the quality standard of our services	3.95	1.01
A3. To strengthen the commitment towards environment–friendly action	4.14	0.96
A4. To make use of environment–friendly certifications	3.79	1.26
A5. To increase the use of Internet and social media for promotion/distribution	4.16	0.95
A6. To make our services accessible to all	3.93	1.14
A7. To better promote our commitment towards the environment	4.12	0.96
A8. To find new segments to be targeted	4.18	0.99
A9. To measure and monitor customer satisfaction over time	4.10	1.00
A10. To improve our abilities in online reputation management	3.88	1.18
A11. To increase training programs	4.16	0.98

Further, according to the interviewees, the destination sustainability and competitiveness could be improved by getting better accessibility of the