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TOURISM MARKETING
ALGARVE 2013

CONFERENCE PROCEEDINGS

Marketing Places and Spaces

Shifting Tourist Flows

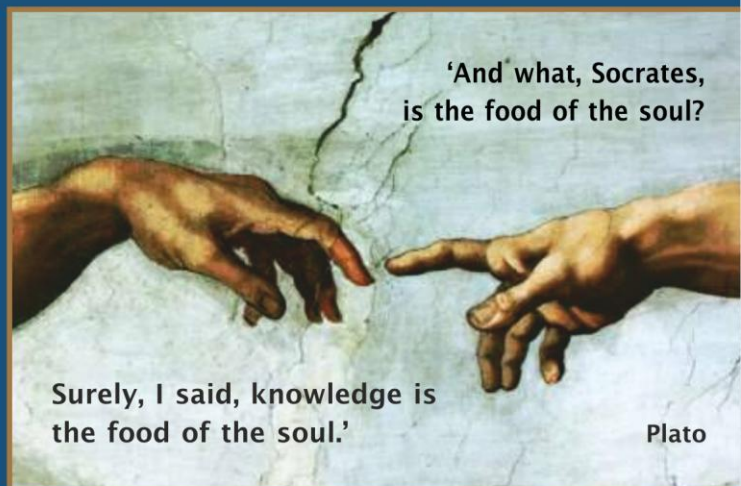
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Preface

This copy of conference proceedings materializes the contributions to the fifth ATMC by a group of outstanding researchers from across the world. Bi-annually, they discuss the most critiqued and up to date topics in tourism marketing. The series started in Mugla, Turkey, in 2005. Since then, over 500 presentations have been open to the public. The conferences also produced four books, three special journal issues and many more individual articles that have found their way into top-ranking tourism journals after first presentations, collegial critique and discussions at the ATMC.

This fifth conference is no exception of this proud tradition. It is held by the Faculty of Economics, University of Algarve, Portugal and aims to bridge the gap between tourism space and place. Space expresses fluidity or contingency, whereas place implies interaction between individuals and the physical location. As space is transformed into place, tourism is all about the reality of experiences that generate flows and impacts.

This conference therefore seeks to analyze tourism as a subjective, performative action contextualized by the geographical and socio-cultural characteristics of destinations. Boldly questioning the scope and truth of Urry's gaze (1990) or Boorstin's (1961) critique who see tourists' postmodern condition as a "trivial, superficial, frivolous pursuit of vicarious, contrived experiences, [and as] a 'pseudo-event'", the conference looked for contributions that deconstruct how space takes form in different physical, cognitive, social, and emotional dimensions resulting from interactions between tourists and hosts' places.

Given that spatial behaviour is intertwined with tourists' own emotional connection to a given place, is place attachment truly just a contrived and commercially generated notion of feelings of attachment or embeddedness in a place? To what extent do tourists create this attachment by way of routes and itineraries (Clifford, 1992)? How does this spatial activity coalesce with their search for authenticity in new places (MacCanell, 1973; Cresswell, 1997; Löfgren, 1999). Boldly questioning the contrived nature of tourism, this conference is expected to contribute to our understanding of how tourism experiences scale spaces to co-create places and the extent to which hosts and guests perceive the same place.

Resident's Perceptions of Impacts of Ship Tourism and Their Preferences toward Different Types of Tourism

Del Chiappa, G. and Melis, G.¹

Introduction

When studying the tourism phenomenon, it is pivotal to analyze the interactions between tourists and host's places and to evaluate the impacts that those tourist flows generate over the destination, objectively and as perceived by residents. A significant number of published papers aim to analyse the several impacts (both positive and negative) that cruise activity can produce on the host destination from an economic, environmental, political and socio-cultural point of view (e.g: Brida & Zapata, 2010; Dwyer & Forsith, 1998). According with the principles of tourism sustainability, the perceptions of the local community, its expectations and its attitude towards the impact of proposed tourism development model should be taken into account when planning the future of any tourism destination (Mowforth & Munt, 2003). This explains the reason why recently academic research has also been devoted to the perceptions and attitudes of residents toward cruise tourism development (Brida, Riaño & Zapata-Aguirre 2011); Brida, Del Chiappa, Meleddu & Pulina, 2012a, 2012b; Hritz & Cecil, 2008). Prior literature categorized the factors affecting residents' attitude toward tourism into extrinsic and intrinsic factors. The former refers to the characteristics of the location with respect to its role as a tourist destination while the latter refers to characteristics of host community member (Faulkner & Tideswell, 1997). When studying the tourism sustainability of a destination, a relevant issues emerge, that is to study how far the views of stakeholders who most influence the local tourism development converge with each other and whether they are able to keep up with those of local residents (Del Chiappa, 2012). Recent research started to investigate this topic contextualizing the analysis also around the topic of cruise tourism development in Valencia, Spain (Del Chiappa, Gallarza & Zaragoza-Viguer, 2013).

However, most of studies investigating the residents' perceptions and attitudes and preference toward the cruise tourism development focus on tourism destinations located in the arctic/polar area and/or they rarely take into account the residents' attitudes toward cruise tourism comparing them with those toward other segments of tourism development (Del Chiappa & Abbate, 2012; Pulina, Meleddu & Del Chiappa, 2013). It could be argued that knowledge of residents' attitudes

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toward cruise activity still needs to be further expanded to investigate in detail the topic in the context of the Mediterranean area, also making a comparison between different segments of tourism development. This paper explore this somewhat neglected area of tourism research by discussing findings of an empirical investigation on 1.039 residents living in Cagliari, a port-of-call in the South of Sardinia (Italy) the second largest island in the Mediterranean Area.

Method and materials

Cagliari was chosen as the researched site of this study for several reasons. Firstly, Sardinia is the second largest island in the Mediterranean Sea. Secondly, Cagliari is 11 miles away from the line Gibraltar-Suez thus representing one of the key points for the transshipment activities on the western Mediterranean. The number of cruise passengers increased from 16.607 in 2001 to 232.300 in 2011, thus making Cagliari the eleventh cruise tourism destination in Italy. In this study we adopted the questionnaire used in (Brida *et al.*, 2012a, 2012b). Specifically, the questionnaire included 49 questions and was divided into three sections. The first one focused on sociodemographic information (17 items, 9 of which were used in this study). The second section listed 26 items concerning residents' perceptions toward the impacts generated by cruise tourism development. Finally, the third part asked respondents to express to what extent they agree or disagree with a list of 5 statements specifically chosen to investigate their attitude towards further cruise tourism development. A 5-point Likert scale was used (1 = completely agree; 5 = completely disagree) to indicate their answers. The third part also asked respondents to what extent they would support different types of tourism (cruise tourism, sport tourism, cultural tourism and sea, sun and sand tourism) by using a 5-point Likert (1 = not at all, 5 = very much). The majority of respondents were male (51.4%), whereas females accounted for 48.6% of respondents. Data was coded and analyzed using SPSS (version 17.0), then a series of non parametric test (Mann-Whitney: U, and Kruskal-Wallis: H) were applied, where appropriate, to identify whether there were any significant differences in residents' perceptions, attitude and preferences based on gender, age, reliance on cruise-related employment, level of education, geographical proximity to tourist areas and port, length of residency and frequency of interaction with tourists

Most respondents reported not being economically dependent on cruise tourism (95.7%), having a secondary school qualification (51.3%) and being administrative workers (27.1%). The majority of residents belonged to the 18-25 age group and reported a length of residency above 31 years (48 %) and living 3-5 km away from the main tourist area (33.2%) and the port (39.8%). Table 2 shows that respondents think that, on the whole, cruise tourism is bringing more benefits than costs ($M = 3.54$, $SD = 1.135$). Respondents reported a positive attitude toward the idea of a further cruise tourism development and they particularly ask for local institutions incentivizing this kind of tourism through subsidies, tax cuts ($M = 4.34$, $SD = 1.146$) and trough a revitalization of the city center ($M = 3.94$, $SD = 1.146$) However, cruise tourism is not the favorite type of tourism

development they would support. Local community would rather prefer historic/cultural tourism (M = 4.32; SD = .882) followed by sea, sun and sand tourism (M = 4.05, SD = .994), sport tourism (M = 3.49, SD = 1.118), cruise tourism (M = 3.40, SD = 1.155) and sport tourism (M = 3.16, SD = 1.360).

Table 2 – Mean scores for the questionnaire items and results of non-parametric tests (* significant at 0.05 level, ** significant at 0.01 level)

	Mean	S.D	Gender	Age	Employment relia	Level of education	Residence-por distance	Residence-tour area	Length of residency	Contact wit tourists
Positive economic impacts										
Increases public investments and infrastructures	3.27	1.187	128952.52	.066	14110 **	.129	3.418	3.040	7.045	4.933
Increases private investments and infrastructures	3.26	1.118	132719.5	1.709	19645.5	.010	2.184	2.427	2.501	1.691
Increases job opportunities	3.63	1.191	128583.5	.675	16571 *	.055	7.341	2.972	2.026	10.128*
Increases the income of local people	2.92	1.195	132930	3.020	15383.5**	.001	2.187	2.532	6.200	5.840
Positive socio-cultural impacts										
Enhances the quality of life	2.98	1.113	131295.5	.183	-3.060**	2.016	3.052	1.021	1.604	1.817
Enhances the local offer of cultural entertainment activities and attractions	3.70	1.060	131485.5	1.628	18013	.472	4.660	2.904	5.596	6.966
Makes the best of this location's identity and heritage	3.51	1.056	133973	.533	15687**	1.268	1.559	8.722	8.075	15.158**
Enhances the quality of restaurants, hotels and other facilities	3.77	1.030	131260	3.795	15770.5**	.077	2.520	.260	2.502	5.578
Improves the safety and security of the city	3.68	1.024	134076.5	3.068	16893.5*	.314	1.821	1.975	1.428	5.260
Enhances social and cultural life for local people	3.16	1.038	130475	.436	18208.5	.845	.908	6.306	2.866	1.376
Enhances social and cultural life for local people	3.30	1.068	129758	4.577	17081*	.000	2.706	5.391	4.792	4.705
Positive environmental impacts										
Incentivizes the preservation of the environment	2.91	1.119	130333.5	9.076*	16813*	.017	2.724	3.164	11.636*	1.764

Table 2 – Continued

	Mean	S.D	Gender	Age	Employment relia	Level of education	Residence-poi distance	Residence-tour area	Length of residency	Contact with tourists
Incentivizes better infrastructures (roads, water supply, etc)	2.94	1.717	130830.5	.874	-16668*	.298	1.529	2.202	7.116	1.994
Enhance the quality of public services	3.00	1.151	130491.5	1.163	16405.5*	.456	1.678	3.831	4.358	5.387
Allows to preserve and to exploit the local cultural heritage	3.50	1.088	133297.5	4.076	17087.5*	.129	1.519	2.930	2.586	4.640
Enhances the physical and socio-cultural settings	3.19	1.113	131964.5	6.173*	17855	.042	4.309	5.622	4.699	2.063
Negative economics impacts										
Increases the cost of living	2.65	1.173	126260.5	1.682	17283.5	.210	7.824	14.405**	4.985	3.288
Produces benefits that go to external business investors most part	3.14	1.217	129134.5	3.216	19204	1.028	4.338	2.950	3.230	3.783
Increases car-traffic	2.39	1.091	131176	1.210	19881.5	2.747	2.929	9.232	9.237	4.254
Negative socio-cultural impacts										
Increases car-traffic	1.91	.964	130677	1.692	20447	.476	4.220	13.847**	5.334	3.483
Increases the number of minor crimes	1.91	.937	132953.5	5.309	19088.5	.177	2.955	15.281**	4.326	2.641
Forces me to change the way I manage my daily life	1.66	.902	133375	4.726	19613	.766	4.833	10.235*	15.626**	6.991
Negative environmental impacts										
Alters the ecosystem (sand erosion, flora e fauna are damaged, etc)	2.16	1.125	133659	.985	19750	.317	11.713*	5.028	8.896	3.876
Increases air and marine pollution	2.40	1.180	128193	4.214	20275.5	.071	9.273	4.465	18.210**	2.243

Table 2 – Continued

	Mean	S.D	Gender	Age	Employment relia	Level of education	Residence-poi distance	Residence-tour area	Length of residency	Contact with tourists
Makes local entertainment facilities and public area crowded	2.25	1.110	128170.5	1.549	19655.5	.252	6.585	.1.940	4.003	1.971
Produces significant levels of waste/garbage	2.41	1.204	133115.5	2.606	20382.5	.201	6.283	5.824	7.899	.766
Overall opinion about tourism										
Overall it brought more benefits than costs	3.54	1.135	124963.5 *	2.403	13909.5**	.310	11.251*	11.620*	3.084	6.281
Support for cruise tourism development										
The number of cruise ships that arrive in our city should be limited/stopped	2.48	1.266	130612	3.136	17586	.019	4.021	13.171**	7.670	9.069
Local institutions should attract (through subsidies, tax breaks, etc) cruise ships	4.34	.875	132254.5	20.742**	16249.5*	.037	1.594	3.867	10.357*	5.246
It would be useful to attract more cruise tourism	3.94	1.146	132681.5	19.722**	19946.5	.001	2.275	3.310	5.771	8.016
The revitalization of retail facilities outside the city center would be useful to attract more cruise tourism	3.64	1.307	131709.5	13.447**	15448**	.160	7.342	3.439	3.807	16.085**
Which type of tourism would you support the most										
Cruise tourism	3.40	1.155	130960.5	2.748	12446**	.023	1.079	2.136	7.501	27.284**
Sport tourism	3.49	1.118	129964	15.319**	19981	5.401*	2.549	3.086	3.209	6.446
Sea, sun and sand tourism	4.05	.994	130863.5	4.206	18280	1.818	6.171	6.076	5.606	7.368
Historical/cultural tourism	4.32	.882	127853.5	8.139*	19522	.121	4.925	8.284	4.926	4.150

When the statement “Overall, cruise tourism brought more benefits than costs” is considered, significant differences were found based on gender ($U = 124963.5$, $p < 0.05$) employment reliance ($U = 13909,500$, $p < 0.01$), geographical proximity to the tourism area ($X^2 = 11.620$, $p < 0.05$) and to port ($H = 11.261$, $p < 0.05$). Specifically, female (mean rank = 538.55, Sum of ranks = 271966.5) cruise-related employed residents (Mean rank = 663.52, Sum of ranks = 28531.50) and those living closer to the tourism area (Mean rank = 492.72) and port (Mean rank = 481.82) assess the balance between positive and negative impacts more positively than non cruise related employed residents (Mean rank = 497.41, Sum of ranks = 480004,50), and those living far away from the tourism area (Mean rank = 492.72) and port (Mean rank = 534.54). Further, the analysis reveals that all the sociodemographic variables considered can be taken to be a discriminator of residents’ perceptions and attitude toward cruise tourism development. When the different statements used to investigate to what extent residents would support further cruise tourism development are considered, all but two of the sociodemographic variables (level of education and geographical proximity to port) were found to discriminate the residents’ perceptions. Finally, all but four of the sociodemographic variables (gender, geographical proximity to tourism area and port, length of residency) were found to discriminate the extent by which respondents would like to support the four types of tourism we considered in the study. For example, middle aged residents (36-56 years old) were reported supporting sport tourism more (Mean rank = 548.58) than those aged 18-35 (Mean rank = 515.43) or older than 57 years old (Mean rank = 441.11) ($H = 15.319$, $p < 0.01$)

Discussion

Findings show that residents express an overall positive attitude toward cruise tourism development even if it is not the most preferred when compared to others type of tourism (cultural tourism, sport tourism and sun and sea tourism). Further, they highlight that significant differences based on socio-economic and demographic characteristics (age, gender, reliance on cruise-related employment, level of education, geographical proximity to tourist areas and port, length of residency and frequency of interaction with tourists) exist in residents’ perceptions and attitudes toward cruise tourism development and should be considered when running internal marketing operations (Brida *et al.*, 2012a, 2012b).

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