

1**Advancing the sustainable tourism agenda through strategic CSR perspectives [Texto impreso] / Mark Camilleri**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 53-56

Abstract: This paper links the corporate social responsibility (CSR) paradigms to the sustainability agenda. The objective is to sharpen the strategic base of responsible behaviour in tourism enterprises. The design follows a comprehensive literature review about sustainable tourism from a hospitality industry perspective. Theoretical underpinnings suggest that the tourism and hospitality industries are continuously witnessing changing attitudes on the part of both the consumers and the enterprises. This contribution provides some details about the sustainability agenda as it explains how it emerged following Brundtland's report. Afterwards, it identifies key contributors who raised the issue of sustainable tourism as well as CSR policies, including intergovernmental committees and non-governmental organisations. It is believed that synergistic and shared value approaches are relatively straightforward and uncomplicated. Therefore, such notions are more easily taken up by academics or by tourism and hospitality stakeholders. There is continuous discourse in many international fora, conferences, seminars and colloquia about sustainable tourism, responsible behaviour and the related subjects. However, the discussions are usually characterised by presentation of theories which define the concepts, rather than being practical workshops which identify the business case and how to trigger active participation in the tourism industry. Relevant literature indicates that value-driven approaches focus on improving tourism and hospitality business performance through effective and efficient practices in their workplace environments. This contribution suggests that long-term sustainability can be reached if industry practitioners successfully address their societal and community deficits.

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2**Country brand identity [Texto impreso] : an exploratory study about the Brazil Brand with American Travel Agencies / Fabiana Gondim Mariutti and Janaina de Moura Engracia Giraldi**

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References: p. 25-26

Abstract: A country's image, transmitted through its brand, can enhance a country's international performance or diminish its global prominence in various sectors and spheres. This study's aim is to transpose the concept of brand identity to a country's brand based on Aaker's (2007) model. The research was qualitative and exploratory, including in-depth interviews with Embratur (the Brazilian Federal Institute of Tourism) and 20 travel agencies in the USA. We concluded that Aaker's theory may be partially applied to a country's brand. The core identity of the Brazil brand partially corresponds to the image that Embratur desires (diversity). The expanded identity, however, did not provide additional integrity or texture to Brazil's brand. This study on country-brand identity, applied to a growing sector, contributes to the body of research on country-brand management in international marketing.

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3**Cross-sector regeneration partnership strategies and tourism [Texto impreso] / Gunjan Saxena**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 100-105

Abstract: This paper critically reviews cross-sector regeneration partnership (CSRP) strategies with the aim of developing an understanding of tourism's role in individual initiatives and the manner they have facilitated its development in regions where they were launched. It achieves its aim by outlining a range of CSRPs, illustrating their distinctive framework, key challenges and limitations they encounter and the benefits they engender with the help of selected case examples, also highlighting the policy implications. The paper concludes by evaluating challenges and pathways that are likely to mould CSRP strategies in future and the way tourism as a tool for regeneration likely to be utilised.

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4**The dimensions of art in place narrative [Texto impreso] / Lénia Marques and Greg Richards**

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References: p. 11-12

Abstract: This article presents art as a tool in the construction of place narrative. Discussing that place narrative is beyond city marketing or city branding in the sense that it strives to take into account the relationship between visitors and locals, place narrative can explore the variety of rhizomatic dimensions of art. In this sense, and using the project of Hieronymus Bosch 500 as a case study, art is a motive and a means to build place narrative and bring together local communities and visitors. Art can act as a driving force for urban change within the symbolic framework of intertwined narratives that contribute to meaningful personal and collective experiences of place.

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5**Integrating souvenirs with tourism development [Texto impreso]: Vietnam's Challenges / K. Thirumaran, Minh Xuan Dam and Carol Marie Thirumaran**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 66-67

Abstract: The idea of destination development often emphasizes transport connectivity, hospitality services, infrastructure building, attractions facilities and promotions with an indicative measure of visitor arrivals. In contrast, we underline the importance of souvenirs corollary to tourism development if it is related to traditional crafts especially in emerging destinations. Souvenirs in tourism are a useful tool in promoting a tourist destination's image. However, in Vietnam's tourism landscape, souvenir development has not played a corresponding role of image creation and commercial enterprise. We examine the problems of adapting Vietnamese souvenirs for tourism using stakeholder analysis. Attention to souvenirs in Vietnam provides an opportunity to illustrate the nexus between tourism development trajectories, image-making and the intricacies involved in national representation.

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6**"Saborea (tasting) Lanzarote" [Texto impreso] : building the foundation of a new food and wine event through collaborative efforts / Abel Duarte Alonso**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 83-85

Abstract: Apart from sun, beaches, warm weather, and volcanic landscapes, Lanzarote Island is home to very traditional foods, as well as wine growing and production methods dating centuries. Recently, collaborative efforts between different local stakeholders, including the local wine sector, hospitality businesses, and government agencies have sought to position and integrate the wines with the island's traditional food products and cuisine. In referring to and extending collaboration theory, this study examines the experiences of a recently established wine and food event, "Saborea Lanzarote" (Tasting Lanzarote) from the perspective of different actors and participating businesses. Interviews with 17 different stakeholders, including winery managers and restaurateurs, were conducted to identify potential benefits, challenges, and future opportunities related to the event. The findings strongly suggest the importance of creating synergies among local businesses, suppliers, and other entities. Further, several elements of collaboration theory, such as domain orientation, action or decision, and autonomy, are identified. The implications of the apparent sense of collaboration for the local wine, food, and tourism sectors are discussed and future research avenues are suggested.

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7**Success factors in community-based tourism in Thailand [Texto impreso] : the role of luck, external support and local leadership / Nick Kontogeorgopoulos, Anuwat Churyen and Varaphorn Duangsaeng**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 121-124

Abstract: The dominant narrative regarding tourism in Thailand centers on the various negative social and environmental consequences of rapid growth, but in the midst of this explosive expansion of conventional tourism, a less recognized story has recently emerged. Due to the efforts of researchers, environmental activists, non-governmental organizations, and public officials, community-based tourism (CBT) has become in the past decade an important component of the domestic tourism market, and signifies trends that are more encouraging than those associated with more conventional forms of tourism in Thailand. While it is true that some rural communities in Thailand struggle to plan, initiate, and sustain CBT projects, it is nevertheless possible, with the right combination of circumstances, to pursue successful CBT. The paper explores the emergence of CBT in Thailand, and examines the case study of Mae Kampong, a village in the Northern Thai province of Chiang Mai that is renowned nationally as a showcase CBT community. Using data and observations gathered during more than 30 research or study-tour visits to Mae Kampong, this paper argues that fortunate geographical conditions, external support, and transformational leadership represent the most important determinants of success for CBT in Thailand.

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8**Tourism and Transgression [Texto impreso] : resort development, crime and the drug economy / David Botterill, Sonia R.D.C. Seixas and Joao Luiz Hoeffel**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 39-41

Abstract: This article aspires to open a new line of conceptual analysis in the tourism development literature by exploring the relationships between resort development, violent crime and the drug economy. At the centre of our critical realist analysis is the relationship between tourism and transgression, a relationship that we argue deserves a more central place in researching tourism development. A case study of the north coast of Sao Paulo state is reported. Primary data from field observations and interviews are combined with the analysis of published data on crime and violence in the city and media reports of violence. We synthesise a range of academic literatures, published in both English and Portuguese, in the fields of criminology, real estate management, demography, health and tourism studies in order to make our arguments. Utilising retroduction, the mechanism "immunisation" is proposed as having explanatory power in understanding the relationship between tourism resort development, violent crime and the drug economy.

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