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Cruise tourism shore excursions [Recurso electrónico] : value for destinations? / Maria João Lopes and Dianne Dredge

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 650-652

Abstract: Very complex yet highly integrated business logics characterise cruise tourism with shore excursions frequently identified as a key source of value. This paper presents a case study of cruise tourism and shore excursion planning in Copenhagen, Denmark. The aim of this paper is to investigate the characteristics of cruise tourism, itinerary and shore excursion planning with a view to understanding the value generated from cruise tourism shore excursions. We argue that economic value is a blunt measure, and there are other types of value, positive and negative, that are also generated. This research reveals that a range of local conditions and structural characteristics create barriers and opportunities for generating different types of value. Using a case study of shore excursions in Copenhagen, the Baltic's most important port, this paper explains the dynamics between cruise tourism and shore excursions. The study highlights that destination managers and port authorities cannot assume the monetary and non-monetary value generated from shore excursions automatically flows on to, and throughout, destinations. Destination managers can make better decisions and engage in more targeted and informed strategies to optimise value for local destinations if they understand these dynamics.

Tourism planning and development. -- 2018, v. 15, n. 6, november, p. 633-652

1. Cruise tourism 2. Destination management 3. Policy 4. Shore excursions 5. Valuation

2

Fiscal incentives for tourism development in the Philippines [Recurso electrónico] : a case study from policy networks and advocacy coalition framework / Edieser Dela Santa

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 629-632

Abstract: Using policy networks and Advocacy Coalition Framework, the paper examines the implementation of the Philippine tourism enterprise zone fiscal incentives policy. The case study relies on documents and interviews to build the network and to investigate the structure of network relations. Results show that factors that govern the tourism policy implementation process reflect broader conditions that prevail within a decentralised elite-democracy context. Execution of the fiscal incentives policy is found to resemble pressure politics characterised by coalition building, government turfism and power relations, as opposing groups from other subsystems struggle to impose their own values. The effect is the non-implementation of policy. This implies that, in such a setting, tourism policy implementation should not be assumed to be a simple massing of assent or Weberian in nature. Rather, it should be thought of as having a political nature. The results pose some implications for tourism policy research and wider public policy process theory including the primacy of legal authority in a hierarchy of coalition resources.

Tourism planning and development. -- 2018, v. 15, n. 6, november, p. 615-632

1. Advocacy Coalition Framework 2. Policy networks 3. Tourism policy

3**Governing locally for sustainability [Recurso electrónico] : public and private organizations' perspective in surf tourism at Aljezur, Costa Vicentina, Portugal / Virgílio Machado ... [et al.]**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 702-704

Abstract: This study explores how a rural municipality of low population density and strong tourism intensity for the practice of recreational activities can exert a sustainable collective action in the policies and strategies of planning and development of local tourism. The study focuses on the case study of the municipality of Aljezur, in Portugal, and is applied to a dominant tourism-recreational activity, surfing. Based on a survey of relevant stakeholders, namely private and public organizations, it was possible to obtain indicators of local environmental, economic and social convergence. These allowed elaborating a proposal for a municipal sustainable management charter of the surfing tourism in the region. The conception of this charter and the consequent strategies moves the management of local tourism destinations to higher levels of institutional sustainability.

Tourism planning and development. -- 2018, v. 15, n. 6, november, p. 692-704

1. Sustainable tourism development 2. Sustainable tourism planning 3. Surfing tourism 4. Local governance 5. Stakeholders 6. Municipal charter for sustainable management

4**The promotion of responsible tourism management through digital media [Recurso electrónico] / Mark Anthony Camilleri**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 668-671

Abstract: Tourism businesses are increasingly embracing the dynamics of new digital technologies, as they communicate their responsible initiatives through corporate websites, social media platforms and other interactive channels. Therefore, a quantitative study explores the owner-managers' attitudes on digital media. The methodology integrates measures from technological innovation and corporate social responsibility to understand the rationale for using online media to communicate about sustainable and responsible tourism management. The results have indicated that there is a positive and significant relationship between the perceived ease of use and perceived usefulness of digital media (for the promotion of sustainable behaviours and stakeholder engagement). This contribution suggests that communication of responsible tourism management is more effective when it is offered through interactive channels. It implies that there are opportunities for hospitality businesses to enhance their reputation and image as they engage in interactive communications with different stakeholders.

Tourism planning and development. -- 2018, v. 15, n. 6, november, p. 653-671

1. Responsible tourism management 2. Hospitality 3. Corporate social responsibility 4. Digital media 5. Online communication 6. Technology acceptance model 7. Pace of technological innovation 8. CSR measures

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Reframing corporate social responsibility from the tanzanian tourism industry [Recurso electrónico] : the Vision of foreign and local tourism companies / Kokel Melubo and Brent Lovelock

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 688-691

Abstract: This paper reports on research undertaken in the tourism sector in Tanzania, the goals of which were to document and interpret corporate social responsibility (CSR) practices within an African setting, and to explore the ways in which foreign and local tourism businesses employ responsible practices. Qualitative interviews with 40 tourism company (guiding and accommodation) managers were thematically analysed, and considered along with a data from a content analysis of the companies' homepages to examine CSR practices. The findings suggest that most tourism businesses are not only familiar with what constitutes a responsible business but are undertaking some sort of responsible business initiatives. According to tourism managers a responsible business is defined not only by its activities/actions but its values/virtues of integrity, benevolence, communalism, humanity and transparency. However, foreign owned companies differed from local companies in the focus of their CSR initiatives, primarily addressing environmental concerns and working conditions of employees, while community initiatives and education were the main foci of locally owned companies. The study contributes to our understanding of CSR in tourism in developing countries, particularly in terms of how CSR is conceptualized, what factors underlie engagement with CSR, and how it is practiced.

Tourism planning and development. -- 2018, v. 15, n. 6, november, p. 672-691

1. Corporate social responsibility 2. Tourism businesses 3. Tanzania 4. Africa