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Accessibility expectations of tourists with disabilities in national parks [Recurso electrónico] / Oliver Chikuta, Engelina du Plessis and Melville Saayman

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

References: p. 90-92

Abstract: This study sought to establish the expectations of people with disabilities when they visit national parks. The study has been motivated by the gap between the increasing numbers of people with disabilities worldwide who travel and the adequacy of tourism facilities, especially nature-based tourism facilities for people with disabilities. It was further stimulated by the fact that most of the accessibility standards in existence today have been formulated by policymakers without any consultations with the affected persons. The aim of the study was to develop researchbased guidelines to help park management in product development. The study adopted a mixed method approach of both qualitative and quantitative data collections. It also took a cross-dimensional approach by including different dimensions of disabilities in order to get a more balanced view of the expectations of people with disabilities in national parks. The findings of this study revealed that people with disabilities, regardless of their type of disabilities regard employee attitudes highly. They are more worried about the way people treat them than the physical access. It was established that steps and staircases are highly discouraged by people of all embodiments. A set of recommendations was given to inform policy on universal accessibility.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 75-92

1. Impairments 2. Universal accessibility 3. National parks 4. Universal design 5. SANParks 6. Zimparks

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Challenges of branding Iran [Recurso electrónico] : perspectives of iranian tourism suppliers / Masood Khodadadi

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

References: p. 116-117

Abstract: Branding could be viewed as one of the most influential marketing tools available to destination marketers. Creating an effective and successful destination brand is, however, a considerably complex process which requires substantial effort, time and resources. This process is even more complex in the case of Iran which for decades has been suffering from significant negative imagery in the tourist generating markets. The aim of this paper is to focus on some of the challenges faced by Iranian tourism suppliers in relation to creating a successful branding strategy for Iran. The findings of this paper are based on interviews conducted in Iran with representatives of Iranian tourism suppliers from both the public and private sector. The analysis of these interviews suggests that tourism suppliers face two main challenges: (1) lack of effort and resources (2) lack of essential collaboration between the public and the private sector.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 112-117

1. Destination image 2. Destination branding 3. Iran tourism 4. Tourism suppliers 5. Tourism stakeholders

3**Challenges of open innovation in the tourism sector [Recurso electrónico] / Patricia P. Iglesias Sánchez, Marisol B. Correia and Carmen Jambrino Maldonado**

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

References: p. 36-37

Abstract: This study shows how the tourism sector is applying the new paradigm of open innovation (OI) supported by social media. We drew on a sample of 135 companies from the sector in the south of Portugal and Spain to perform a cluster analysis. Currently, OI is a challenge in tourism, and social media are a strategic tool. The main objective is to evaluate the impact of customer involvement in innovation performance. The results show positive impact of OI in new product development, moreover results derived in terms of turnover and competitiveness improve; however, it all depends on the innovation management model. Anyway, even today, formal adoption is still pending to achieve the desired outcomes but this research highlights how the sector is advancing in the direction of OI.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 22-42

1. Open innovation 2. New service development (NSD) 3. Social media 4. Tourism sector 5. Cocreation environment

4**Cultural tourism in a replicated old town [Recurso electrónico]: tourists' views / Li Yang**

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

References: p. 109-111

Abstract: The proliferation of replicated old towns for tourism purposes is widespread throughout China. Employing surveys, informal interviews, observations and secondary sources, this study explores tourists' views of their experiences, including their perceptions of staged authenticity and levels of satisfaction at a newly built attraction in Yunnan, China. While some tourists hope to find objective authenticity in a simulated ethnic attraction, others look for fun and relaxation. Visitors experience mixed reactions, with greater satisfaction with the overall experience than with the specific qualities and authenticity of offerings. While some tourists are interested in accessing authentic culture, other aspects, such as enjoyment and relaxation, receive higher priority. Many visitors are concerned about over-commercialization, superficial cultural portrayals and a high concentration of tourist facilities. It is argued that increasing the level of authenticity may be a strategy to promote the overall attractiveness of the site.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 93-111

1. Cultural tourism 2. Old town 3. Authenticity 4. Tourists' perceptions 5. Satisfaction 6. Yunnan 7. China

5**The development of the thai long-boat race as a sports tourism and cultural product [Recurso electrónico] / Gulapish Pookaiyudom**

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

References: p. 72-74

Abstract: This paper investigates the perception of Thai long-boat racing in Phichit Province, central Thailand as a heritage sport tourism product. As the most important event in the provincial calendar, the race is only enjoyed largely by residents of Phichit and neighbouring provinces, and hence has limited potential for economic growth. Field observations and thematic analyses of interviews from locals, visitors and the public sector revealed that although races have become more commercialised, respondents still perceive this event as a form of cultural inheritance. As an activity for cultural preservation, community engagement was evident in the volunteerism of residents, and reflects their desire to pass these cultural values on to the next generation. The community perspectives show how the long-boat race is transitioning between a local folk festival into a heritage sport tourism product with a larger mass appeal.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 61-74

1. Event tourism 2. Heritage sport tourism 3. Tourism product 4. Community participation 5. Long-boat racing 6. Thailand

6**Nation branding [Recurso electrónico] : unveiling factors that affect the image of Colombia from a foreign perspective / Lina Echeverri ... [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. 19-21

Abstract: Most countries are concerned about the image they project in international markets. They have adopted and implemented differentiation strategies in order to stimulate tourism and economic investment. In the case of Colombia's reputation, it has been built on unplanned positioning, interests and views of a few opinion leaders, political and economic instability and transformations in the productive sector. This paper outlines, using a Bayesian variable selection approach, the perception of foreign visitors and prospects on Colombia's country image, and proposes a methodological framework for unveiling those driving factors. Findings of this research demonstrate that countries may be seen positively from the point of view of visitors while prospects may have a negative image of them. The results validate the hypothesis that the symbolic elements associated with a country's image, in this case with Colombia's image, should be included in the communication activities of a country branding strategy.

Tourism planning and development. -- 2019, v. 16, n. 1, january, p. 1-21

1. Country image 2. Branding 3. Prospects 4. Visitors 5. Bayesian model selection 6. Model averaging

7

Perceived benefits of agricultural lands offering agritourism [Recurso electrónico] / Carla Barbieri, Sandra Sotomayor and Francisco X. Aguilar

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

References: p. 57-60

Abstract: This study investigated residents' perceived benefits of two types of agricultural lands (farms, cultivated forests) offering agritourism. Specifically, this study compared perceived socio-cultural, environmental, and economic services both types of lands produce and identified socio-economic, lifestyle behavioral, and past visit indicators associated with those perceptions. A survey was mailed to a random sample of 5000 households in Missouri (US), obtaining 969 responses. Respondents perceived that farms and forests produce several socio-cultural, environmental, and economic services to society, with few statistical differences between both. Socio-economic and lifestyle indicators were associated in different ways to residents' perceptions of the services farms and forests provide. Socializing with friends and visiting those settings during childhood had a positive influence on all types of services derived from both settings. Policy, management, and marketing implications are discussed as to incorporate the benefits agricultural lands provide to society in the planning and development of agritourism.

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1. Agritourism 2. Benefits 3. Cultivated forest 4. Farm 5. Agricultural setting 6. Sustainability