

NEWSLETTER Nº 1

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PRESENTATION

After five years, this may be a good time to start an annual bulletin reporting the “brief” history of GEIDETUR, with a short summary of its activities. At the same time, it should provide a renewed impulse to continue generating knowledge in matters of tourism that may serve as a reference for academics and professionals working in the sector. We should recall that GEIDETUR is the first (and only) research group of the University of Huelva specialising in tourism.

Over the course of these years we have accumulated a significant amount of useful knowledge thanks to the numerous studies that have been carried out. These have taken material form both in scientific publications and in the results transferred to the sector. These studies also allow us to accumulate relational capital of indisputable value, from our permanent efforts working not only for, but above all with, the agents of the tourism industry.

The commitment to this venture, whose identity we initially defined (in terms of mission, vision and shared values) continues to be strong, and has even been reinforced by the path travelled and the results achieved. That is our best surety, the objective surety of a curriculum achieved on the basis of work well done, with honesty and integrity, from values such as effort, merit and participation. From this culture, that we set out to promote in GEIDETUR from its origin, we believe that we are providing a good service to the achievement of the research objectives of the University of Huelva, as well as the broader objectives of society, which we must ultimately serve. The search for excellence will continue to be our permanent horizon.

Dr. Alfonso Vargas-Sánchez, Principal Researcher



Members of GEIDETUR

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SOME OF THE MORE RELEVANT ACTIVITIES OF THE MEMBERS OF GEIDETUR DURING 2008:

Organisation of the 10th Spanish-Portuguese Seminar on Business Studies

Under the heading "Cross-frontier Tourism and Cooperation", this seminar took place on 13th and 14th November 2008 in the University of Huelva (UHU). The basic results of the seminar are summarised below:

- 11 Research projects (2 on tourism) presented at the Workshop for New Researchers (WIN), divided between two parallel sessions.
- 44 papers presented, with

blind review.

- 35 communications accepted after revision (80%), spread over nine sessions (3 sessions specifically on tourism, with 12 studies presented).
- 71 registered participants.
- 3 invited guest speakers.
- 14 participating universities: 5 Spanish, 7 Portuguese, 2 South American (Brazil and Venezuela).
- Included among the activities of the UHU Science

Week.

The talk given by Antonio Manuel Martínez-López, GEIDETUR researcher, titled "Analysis of the determining factors of the degree of innovation in the Spanish hotel sector" was particularly notable.



Inauguration

"In 2008, this annual event celebrated its tenth edition. It was previously held in Huelva in the year 2004"

The Official Notes are collected in the following publication:

10th Spanish-Portuguese Seminar on Business Studies

Alfonso Vargas-Sánchez (Ed.)

ISBN: 978-84-96826-68-7

This work brings together the scientific contributions made at this conference on business finance and economics, open to specialists in the field originating from institutions of higher education of Spain, Portugal and South America.

It is held as part of the activities of the Iberian Circle for Business Finance (CIBECM), comprising the universities of Huelva, Extremadura,

Algarve, Évora and Beira Interior. CIBECM is a network of frontier universities, formally constituted in 2005 under an agreement signed by the rectors of the five universities cited.

In 2008, this annual event celebrated its tenth edition. It was previously held in Huelva in the year 2004 (the 6th Seminar). On this occasion its theme is "Cross-frontier Tourism and Cooperation", hence there is special emphasis in its content on research in the field of tourism and the tourism-based company. Another important aspect is the presentations dealing with Company Organisation, which are characterised by their diversity in respect of both the topics covered and the

methodologies utilized. These two basic groups are complemented with other studies in a variety of disciplines: finance, accounting and marketing, among others.

Full information on the Seminar can be found in: <http://www.uhu.es/GEIDETUR/semio1.htm>



Sessions



Closing

Organisation of Workshops

"5th Edition of the Workshop on Tourism in Huelva, held on 15th April 2008"

1. 5th Edition of the Workshop on Tourism in Huelva, held on 15th April 2008 in the University of Huelva, with the following papers presented:

"Current situation and prospects for tourism in the province of Huelva". D. José Manuel Barranco-Barragán. President of the "Consejo Empresarial de Turismo" of Huelva.

"Industrial mining tourism in the province of Huelva". Dra. Nuria Porras-Bueno. University of Huelva. GEIDETUR researcher.

"Wine industry tourism in the province of Huelva: the case of La Palma del Condado". Dr. Alfonso Vargas-Sánchez and D. Francisco Riquel-Ligero. University of Huelva. GEIDETUR re-

searchers.

"Golf tourism in the province of Huelva". D. Antonio Manuel Martínez-López. University of Huelva. GEIDETUR researcher.

In addition to dealing with topical subjects, the objective of these workshops is also to make known the principal results of the research projects carried out by the Group.

2. Workshop on "Huelva, Tourism Capital: Challenges and Future of Tourism in the city of Huelva", in collaboration with the Tourism Department of Huelva City Council. This discussion took place in the "Columbus House" from the 3rd to the 6th of November, 2008, and was offered as a University

Extension Course of the University of Huelva.

Two of the highlights were the talk on "Target markets and publics for tourism in the city of Huelva", given by the Principal Researcher of GEIDETUR, Professor Alfonso Vargas-Sánchez, and the workshop on "Creativity in the local tourism sector" led by Dra. María de los Ángeles Plaza-Mejía.

This line of collaboration with the Dept. of Tourism of the Huelva City Council originated at the meeting held on 6th of June in the Centre for Interpretation "Atlantic Gateway", which hosted one of the plenary sessions of GEIDETUR.

GEIDETUR present at the 2nd European Congress on Industrial Tourism



Wine industry tourism poster

This European Conference took place in Toledo from the 11th to 13th of November, 2008. GEIDETUR participated actively, with Alfonso Vargas-Sánchez and Nuria Porras-Bueno who presented two posters:

- Wine industry tourism in the province of Huelva.

He also acted as moderators of the panel on "National experiences in the management of visits to companies".

- Golf tourism in the province of Huelva.



European Congress on Industrial Tourism

GEIDETUR present at the Science Week

Under the theme "A world of knowledge", from the 10th to the 23rd of November, Andalusia celebrated the 8th Science Week. In the University of Huelva, GEIDETUR participated with two posters:

- Wine industry tourism in the province of Huelva.

- Mining tourism in the province of Huelva.



Mining tourism poster

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Teaching Collaborations

During 2008, members of GEIDETUR have participated as teachers on a variety of Master programs in tourism. In particular:

- In the University of Huelva, in the Masters courses on Tourism (Management of Tourism-based Companies), on Local and Rural Development, and on Historical and Natural Heritage.

- In the University of Extremadura, on the Master course on Hotel Administration and Management.

GEIDETUR was also pre-

sent in the Workshop on "Risk and Ethics between Public Administration and Firm", organised by the consortium of Italian universities CUEIM. This took place in Gaeta (Italy) on 4th of July, 2008, with the presentation of an invited paper on Corporate Social Responsibility (CSR), the authors of which were Alfonso Vargas-Sánchez and Rosa M^a Vaca-Acosta.

This Workshop was the seed for a research project, at the international level, on CSR in the tourism industry (in progress).



4th of July, 2008,
Gaeta (Italy)

To this end, two preparatory meetings, in Dublin and Rome, were held.

Guest Researchers



During the academic year 2007-2008 we received Dra. Tania Gorcheva, professor of the Tsenov Academy of Economics, Bulgaria, who is a specialist in tourism.

Dra. Tania Gorcheva

Participation in public initiatives

GEIDETUR, through several of its members, has participated actively in the process of preparing the Programs on Sustainable Tourism for the Western Coast of Huelva and for the city of Huelva (this latter is still under preparation).

In addition Professor Vargas co-directed, together with the

Provincial Tourism Board, the research team "Grupo de la Luz". This is a multidisciplinary group comprised of academics of the University of Huelva and technical staff of the cited Tourism Board, created in 2006 with the aim of developing the destination brand: "Huelva, the Light".



Research Projects

During the year 2008 the following studies were completed or initiated:

- Social perceptions of the people of Huelva regarding tourism, 2008.
- A study on the hotel subsector of the tourism industry/market in the province of Huelva, year 2007.
- Behaviour and degree of satisfaction of the tourists accommodated in the hotels of the province of Huelva in the summer of 2008.
- Industrial tourism in the mining region of Huelva: prospects and proposals for development.
- Attitudes of the resident population towards the

development of tourism, and their underlying causes. Comparative study in the province of Huelva and the region of the Algarve.

In addition, in 2008 the following research study (graduate thesis) was successfully presented and defended: "The perception and the attitude of residents towards the impacts of tourism and its development: with special reference to the region of the Algarve". University of Huelva, 2008. Author: Antonio Raiado. Supervisor: Dr. Alfonso Vargas.

Publications

- "Evaluating the dimensions of environmental management in the hospitality sector: the case of the Spanish province of Huelva", *Int. J. Business Environment*, 2008, 2 (1), 17-37.
- "Turismo e industria vinícola: perspectivas y propuestas para su desarrollo en la provincia de Huelva". Huelva: Publications UHU, 2008.
- "Residents' attitudes towards tourism development and their causes: empirical evidence". Paper presented at the I Encontro Internacional sobre Gestão em Turismo. Ouro Preto, Minas Gerais, Brazil, 25-29 March 2008.
- "Residents' Attitudes towards Tourism Development in the Spanish Province of Huelva". *Narodnostopanski Arhiv*, Year LXI, Book 1, pp. 102-122. Svishtov, Bulgaria, 2008.
- "Tourism and the Wine-Making Industry: Perspectives and Proposals for Development in the Spanish Province of Huelva". *Proceedings of the IASK International Conference 'Advances in Tourism Research'*. International Association for Scientific Knowledge. Aveiro (Portugal), 2008, pp. 33-43.
- "Sustainable Tourism: attitudes and perceptions from the residents' point of view". Paper presented at the International Conference on Competitiveness in the Conditions of a Global Economy. Nis (Serbia), 16-17 October 2008.
- "Understanding Residents' Attitudes Toward the Development of Industrial Tourism in a Former Mining Community", *Journal of Travel Research*, In Press.
- "El sector turístico hotelero en la provincia de Huelva, año 2007 – La percepción social de los onubenses acerca del turismo, año 2008" (Report). Provincial Tourism Board, Huelva, 2008.
- "Comportamiento y grado de satisfacción de los turistas alojados en los hoteles de la provincia de Huelva. Verano 2008" (Report). Provincial Tourism Board, Huelva, 2008.
- "Turismo enológico: comportamiento del turista y percepción de la población residente". *Papers de Turisme*, 2008, 43-44, pp. 97-111.

Other activities

- Chilean delegation.

On the 5th of June, 2008, the Principal Researcher of GEIDETUR received a delegation from Taracapá (Chile). At this meeting the lines of research of the Group were presented and discussed, and possible areas for future cooperation were explored.



5th of June, 2008

- "Sierra Luz" Tourism Project.

Throughout the year various contacts have taken place with the Association "Paz y Bien" to learn about the Tourism and Social Complex "Sierra Luz", which the association is promoting in the municipality of Cortegana. "Sierra Luz" is the centre of a project of cross-frontier cooperation presented at the level of the European Union in the framework of the program "Poctep 2007-2013", in which eight Portuguese partners are involved.



Members of GEIDETUR with D. Antonio Fernández Tristanchó.



4th of December, 2008

- Mining tourism in the province of Huelva.

On the 4th of December, 2008, the first session was held of the panel of experts on mining tourism promoted by GEIDETUR. Both academics and professionals of the sector make up this panel. Its mission is to diagnose the condition of this tourism segment and to raise proposals for its development in the province.

On this topic contacts were initiated with the Interprovincial Association of Municipalities for the Development of Sustainable Tourism in the area known as "Pyrites Belt", in particular with its manager D^a Cristina Rubio-Sánchez. This Association of Municipalities of the provinces of Huelva and Seville promotes a plan for sustainable tourism in the mining area, for execution of which, lines of collaboration with GEIDETUR have been proposed.

- GEIDETUR on YouTube.

From the 24th of July, 2008, a presentation of the Principal Researcher of the Group is available on the GEIDETUR channel. It can be seen in:

http://es.youtube.com/watch?v=w6pFCpt2_KM

- Updating of the site <http://www.uhu.es/GEIDETUR/>

Its pages are continuously being updated. In particular new contents on industrial tourism have been incorporated in 2008. The site is becoming an area of work of special importance within the Group.

www.uhu.es/GEIDETUR

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