



Research Group on Innovation and Development Strategies in Tourist Firms

NEWSLETTER Nº 2

PRESENTATION

Despite the incessantly lamented crisis, which has seriously affected the possibilities of obtaining financing through research projects supported by companies and public institutions, 2009 has been a very fruitful year for GEIDETUR. This is well demonstrated by the volume of activities carried out and publications issued, in line with the commitments that we took on voluntarily at the time when we formed the group: "...The results of our research studies will be orientated, preferentially, towards their publication in national and international academic journals of recognised prestige, and in contributions to scientific conferences, seminars and workshops, collective works and books..."

Among all these, particular successes deserve to be underlined:

- The incorporation in our group of researchers of a new PhD, Dr. Martínez López.
- The operational start-up of the Professional Advisory Council as a mechanism for periodical interaction with the agents of the sector, in line with what we set out in our mission statement ("...We will work to be useful to the agents of the sector, both public and private, and help to guide their development, particularly in the province of Huelva and in Andalusia ..."). and in our vision statement ("... We will aim to differentiate ourselves by our capacity for penetrating the reality of the tourism sector in order to understand its needs and its changing situation, and for contributing new ideas and viable solutions originating from scientific study and research. We will work in conjunction with government at all levels, companies and other social agents of the sector, as strategic allies, from the premise that we should work as closely as possible with them, to foster mutually the enhancement of knowledge and the generation of a climate of trust...").
- The calling of the 1st Spanish-Portuguese Meeting of Researchers in Tourism, which has resulted in the creation of REINTUR, the Spanish-Portuguese Network of Researchers in Tourism. In this network, GEIDETUR features as the connecting node for various networks of researchers in both Spain and Portugal.
- The considerable number of visitors that we have received, including some leading international researchers.
- The approval by the University of Huelva of a GEIDETUR initiative for the launching of a scientific journal of international scope: ENLIGHTENING TOURISM AN INTERNATIONAL RESEARCH JOURNAL.

This ample record of achievement encourages us to persevere and to continue creating a valuable corpus of knowledge. However, we cannot be content that some representatives of companies and public institutions still appear not to understand the importance of sustaining the development of the tourism industry through the generation and transfer of socially-useful knowledge. But we continue to be fully committed to the principles guiding for our activities:

- "We wish to be a dynamic and ambitious Group, open to innovation, which strives for the "utopia" of perfection in all its activities.
- We like to characterize ourselves as not putting up with stagnation, mediocrity or with remaining in anonymity, whether academic or social.
- We always make the effort to continue growing as research professionals. In this respect we refuse to accept that there may exist a ceiling or final stage to such growth".

VOLUME 1, ISSUE 2

JANUARY 2010

Inside this issue:

2009 MEMORY	
Meetings of the Group and topics dealt with	2
Organisation of scientific events	2
Presence at scientific events	4
Teaching Collaborations	6
Invited researchers	6
Participation in public initiatives	7
Research projects and studies	7
Publications	8
Other activities	9



NEWSLETTER Nº 2

MEETINGS OF THE GROUP AND TOPICS DEALT WITH:

-9 January: assessment of the year 2008, projects for the year 2009, and re-election of Dr. Alfonso Vargas as Principal Researcher.



GEIDETUR Meeting 9th of January, 2009.

- -8 June: launching of a scientific journal; possible incorporation of new researchers to the group.
- -9 December: collaboration in the preparation of the Strategic Plan for sustainable tourism of the salt marshes of Andalusia; possible projects to present to the call for bids of the Regional Government of Andalusia; preparation of the forthcoming Workshop on Tourism in Huelva; collaboration with the UNWTO.

MOST RELEVANT ACTIVITIES OF THE MEMBERS OF GEIDETUR **DURING 2009:**

Organisation of scientific events



1. 6th Edition of the Workshop on Tourism in Huelva, held on 21 April 2009 at the University of Huelva, with the following papers presented:

Presentation of the Workshop discussions, with the Rector of the University of Huelva presiding.

"The Plan for Sustainable Tourism of the West Coast of Huelva". Mr. Javier Franco Fernández, Konecta Consultoría.

"Plan for Sustainable Tourism of the Pyrites-mining Belt". Mrs. Cristina Rubio Sánchez, Manager of the ADTS for the Pyritesmining Belt.

"The experience of two hotels seeking to exploit cultural tourism". Mrs. Cristina de la Orden Reyes.

"Research in tourism: the GEIDE- "6th Edition of TUR Group of the University of Huelva". Dr. Alfonso Vargas Sánchez, Full Professor of the Universi- on Tourism in ty of Huelva.

Conclusions and closing of the Workshop discussions. Prof. Antonio Manuel Martínez López and 2009" Prof. Alfonso Vargas Sánchez, GEI-DETUR researchers.

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.

the Workshop Huelva, held on 21 April



www.uhu.es/GEIDETUR

VOLUME 1, ISSUE 2

"1st Spanish-**Portuguese** Meeting of Tourism, held on 22 June 2009"

2. 1st Spanish-Portuguese Meeting of Researchers in Tourism. Centro Internacional de Estudios y Convenciones Ecológicas y Medioambientales (CIECEM) of the University of Huelva, 22 June 2009.

Researchers in With the objective of identifying, within the disciplines of company organisation and marketing, means for scientific cooperation in the field of research in tourism, researchers from the universities located in the regions of Andalusia, Extremadura, the Algarve and the Alentejo were invited to meet to constitute formally the Spanish-Portuguese Network of Researchers in Tourism (REINTUR). More information at: http://reintur.blogspot.com/



Spanish-Portuguese Meeting of Researchers in Tourism CIECEM 22nd of June, 2009.

3. 1st Spanish-Portuguese Seminar on Research in Tourism held on 23 June of 2009 in the International Centre for Studies and Conferences on Ecology and the Environment (CIECEM) of the University of Huelva.

In the framework of the research project "Understanding residents' attitudes towards the development of tourism in the Spanish Province of Huelva and the Portuguese region of the Algarve", of the Program for Integrated Spanish and Portuguese Activities, this Seminar took place with the participation of researchers of the Universities of Huelva and the Algarve, with the following program:

The development of the tourism industry In the province of Huelva, led by: Estela Pérez (Provincial Tourism Board), Mark Walker (VisitHuelva) and Rafael Villalobos (Flamero/Dunas de Almonte).

Presentation by Alfonso Vargas, Full Professor of the University of Huelva and Principal Researcher of GEIDETUR.

Visit to the tourist resort of Matalascañas.



"1st Spanish-Portuguese Seminar on Research in Tourism held on 23 June of 2009"

Working session on the project "Understanding residents' attitudes towards the development of tourism in the Spanish Province of Huelva and the Portuguese region of the Algarve":

- Presentation on the status of the topic in the scientific literature, led by Dra. Nuria Porras, GEIDETUR researcher.
- Characterisation of the municipalities selected for study in the province of Huelva and in the region of the Algarve. Firming up of aspects such as the questionnaire, samples, survey periods, methodologies for data treatment, etc.



NEWSLETTER Nº 2



4. Research workshop on "Modelling with the PLS Technique", given by Dr. Jean Pierre Levy-Mangin, Professor of the University of Quebec, during the month of September 2009, of 30 hours duration.

"Modelling with the PLS Technique" September, 2009.

"Research workshop on Modelling with the PLS Technique, september 2009"





GEIDETUR was present at the following scientific events:

19th Spanish-Portuguese Workshop on Scientific Management (Baeza, 5-6 February 2009) with the paper titled "Stakeholders as a source of institutional pressure in the homogeneity of the ecological responses of companies".

International Conference: "Planning for the Future - Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality" (Rhodes, Greece, 3-5 April 2009) with the presentation of a paper titled "Explaining residents' attitudes towards tourism development: some empirical evidence".



With Professor John Tribe, Editor of "Annals of Tourism Research".

International Conference: "Advances in Tourism Economics" (Lisbon, 23-24 April 2009) with the paper titled "Explaining the residents' attitudes towards tourism development in the Spanish province of Huelva".

VOLUME 1, ISSUE 2



International Meeting: "Tourism Resources, Potentialities and Models in the Algarve, Baixo Alentejo and Province of Huelva". In the framework of this Spanish-Portuguese Meeting, Dr. Vargas was invited to participate in the 1st FORUM ON LITTORAL TOURISM, with the subject "Experiences in Huelva". This Forum took place in Faro on 24 and 25 April 2009.

Workshop on Research in Tourism of the University of Seville (7-8 May 2009), with several papers.

International Conference: "Tourism Destination Development and Branding" (Eilat, Israel, 14-17 October 2009) with the paper titled "Modelling Residents' Attitudes towards Tourism Development".

The Annual Tourism Futures Conference 2009: "The Strategic Visitor Economy" organised by the York St. John University (United Kingdom) on 6 November, with the discussion titled "Huelva, The Light: A Different Methodology for the Development of a Tourism Destination", led by Dr. Vargas.

11th Spanish-Portuguese Seminar on Company Economics. Held in Faro, this took place on 12 and 13 November at the University of the Algarve. GEIDETUR participated with several studies, both in the Workshop for Novice Researchers (WIN) and through of the presentation of papers in the parallel sessions.

1st Congress on "History, Mining Heritage and Cultural Tourism", held in the Riotinto Mining Museum from 23 to 27 November; we were invited to present two papers.

"International Symposium on the Future of Cultural Creativity - New Concepts in Tourism, Sports and Leisure Development". Held in the city of Kaohsiung, Taiwan, on 28 December 2009, Dr Alfonso Vargas led the discussion on "A Different Methodology for the Development of a Tourism Destination".

In the National Chiayi University with:
Dr. Metin Kozak (University of Mugla, Turkey, editor of the journal Anatolia); Dr. T.C. Huan (Dean of the College of Management of the National Chiayi University) and Mr. Shang-Pao Yeh (Director of the Department of "Leisure Management" of the I-Shou University).



uhu•es

NEWSLETTER Nº 2

Teaching collaborations

During 2009, members of GEIDETUR have participated as teachers on a variety of Master programs in tourism. In particular:

- In the University of Huelva, on the Masters course in: Tourism (Management of Tourism Companies); Local and Rural Development; Historical and Natural Heritage.
- In the University of Extremadura, on the Masters course in Hotel Administration and Management.
- In the University of Jaén, on the Masters course in Tourism, Archaeology and Nature.

Invited researchers

During the academic year 2008-2009 we received visits from the following researchers:

- -Asen Buzhikov, doctoral student, Tsenov Academy of Economics, Bulgaria.
- Dr. Dianne Dredge, Southern Cross University, Australia.



- Dr. Pauline Sheldon, University of Hawaii, USA; President of the International Academy for the Study of Tourism.





-Dr. Christian Oliveira, Federal University of Ceará, Brazil.

VOLUME 1, ISSUE 2

-Mirko Perano, teacher of the University of Salerno and doctoral student at the University of Rome-La Sapienza, Italy.

-Dr. Jean Pierre Lévy Mangin, University of Quebec, Canada.



-Dr. Steve Watson, York St John University, United Kingdom.



Participation in public initiatives

GEIDETUR, through several of its members, has participated actively in the process of preparing the Program for Sustainable Tourism of the City of Huelva.

Research projects and studies

During the year 2009 the following were completed or initiated:

- "A study on the hotel subsector in the province of Huelva, year 2008". Provincial Tourism Employers' Association, Huelva.
- "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". Regional Government of Andalusia. Assistance for the promotion of cooperation between the Autonomous Region of Andalusia and the Portuguese Regions of Algarve and Alentejo.

- "Understanding residents' attitudes towards the development of tourism in the Spanish Province of Huelva and the Portuguese region of the Algarve". Ministry of Science and Innovation. Combined Spanish-Portuguese initiatives.



NEWSLETTER Nº 2

- "Tourism Definition Database Building". Its objective is to review all the definitions of tourism existing in the literature from a multi-linguistic and multi-cultural perspective. Within this global-scale project, members of GEIDETUR have participated in the compilation of tourism definitions in Spanish.

In addition, the following research studies were presented and subjected to scrutiny, and were awarded the highest grade:

◆ Doctoral Thesis: "Innovation in the Spanish tourism sector. Factors determining the degree of innovation in the Spanish hotel sector, from the perspective of the strategic management process". University of Huelva, 2009. Author: Antonio Manuel Martínez-López. Supervisor: Alfonso Vargas Sánchez.

- ◆ Dissertation: "Cultural tourists and their satisfaction: causes and effects". University of Huelva, 2009. Author: Cristina de la Orden Reyes. Supervisor: Alfonso Vargas Sánchez.
- Dissertation: "Attachment to their community and the influence of this on the attitude of residents to tourism development: the status of the question". University of Huelva, 2009. Author: Begoña Márquez García. Supervisor: Alfonso Vargas Sánchez.

Publications

- "Understanding Residents' Attitudes Towards the Development of Industrial Tourism in a Former Mining Community", *Journal of Travel Research*, 2009, 47 (3), 373-387.
- "Los stakeholders como fuente de presión institucional en la homogeneidad de las respuestas ecológicas de las empresas". XIX Jornadas Hispano-Luso de Gestión Científica. Baeza, University of Jaén, 5-6 February 2009.
- "Explaining the residents' attitudes towards tourism development: empirical evidence", 4th International Scientific Conference, "Planning for the Future Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality", Rhodes (Greece), University of the Aegean, 3-5 April 2009.
- "Explaining the residents' attitudes towards tourism development in the Spanish province of Huelva", Advances in Tourism Economics Conference, Lisbon (Portugal), Universidade Lusiada, 23-24 April 2009.
- "Análisis de los factores determinantes del nivel de innovación en el sector hotelero español". 2nd Workshop on Research in Tourism. University of Seville, 7-8 May 2009.
- "La investigación cualitativa a través del estudio de casos: referencia a la investigación en turismo". 2nd

- Workshop on Research in Tourism. University of Seville, 7-8 May 2009.
- "Turismo industrial minero en la provincia de Huelva". Huelva: UHU Publications, 2009.
- A Review of "Tourism and Responsibility. Perspectives from Latin America and the Caribbean", *Journal of Sustainable Tourism*, 2009, 17 (5), 636-638.
- "Modelling Residents' Attitudes towards Tourism Development", Tourism Destination Development and Branding Conference, Eilat, Israel, Ben-Gurion University of the Negev, 2009, pp. 36-47.
- "Análisis de la incidencia de ciertos factores determinantes del proceso de dirección estratégica sobre el nivel de innovación en el sector hotelero español: la fase de implantación". In: Turismo e Gestão: Inovação e Empreendedorismo no contexto da economia empresarial. Fundação para o Desenvolvimento da Universidade do Algarve. Faro, 2009, pp. 9-17.
- "Flexibilidad estratégica y opciones reales en la internacionalización de las cadenas hoteleras". In: *Turismo e Gestão: Inovação e Empreendedorismo no contexto da economia empresarial*. Fundação para o Desenvolvimento da Universidade do Algarve. Faro, 2009, pp. 26-34.

- "Responsabilidad Social, Turismo y Reducción de la Pobreza; percepción de la comunidad local en la cuenca minera de la provincia de Huelva". In: Turismo e Gestão: Inovação e Empreendedorismo no contexto da economia empresarial. Fundação para o Desenvolvimento da Universidade do Algarve. Faro, 2009, pp. 148-157.
- "A Different Methodology for the Development of a Tourism Destination". In: International Symposium on Future of Cultural Creativity - New Concepts in Tourism, Sports and Leisure Development. Kaohsiung (Taiwan), 28 December 2009. ISSN 2071-8608.

Other activities

GEIDETUR is promoting the incorporation of the University of Huelva in the World Tourism Organisation, a United Nations body (UNWTO). This was formalised in 2009 with the UHU joining this organisation as an affiliate member.



FITUR 29 January.

Javier Blanco, Taleb Rifai and Eulogio Bordas, from OMT; Francisco José Martínez, Rector of the University of Huelva, and Alfonso Vargas



WTO, 18 November (meeting in Madrid with Javier Blanco)

-Advisory Council of GEIDETUR: the first meeting of the Council took place on 3 March, the official Day of the University of Huelva.







-GEIDETUR supports the initiative "Ideas for L'Aquila", after the earthquake that devastated this Italian province.





Research Group on Innovation and Development Strategies in Tourist Firms

-Launching of the Website "Gastronomy and Tourism", of Dr. Manu Martínez López, GEIDETUR researcher:

http://www.uhu.es/gastronomiaparalosnegocios/



- Commencement of studies leading to the launching of the scientific journal Enlightening Tourism - An International Research Journal: http://www.uhu.es/publicaciones/revistas/turismo/



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

GEIDETUR Faculty of Business Studies

Plaza de la Merced, 11 E-21002-Huelva. Spain

Phone: (+34) 959 217 845 Fax: (+34) 959 217 839 E-mail: geidetur@uhu.es

Designer:

Elena García de Soto

