

NEWSLETTER Nº 4

VOLUME 1, ISSUE 4

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PRESENTATION

Our university system has not been immune to the economic crisis and consequent budget restrictions. In this respect, 2011 has been a year in which we have experienced more difficulties in carrying out our research work. However, not only have our efforts not waned, but the scientific production has increased: last year was our most successful year in terms of work published, both in quantity and quality. This is evidence of our greater research productivity: we have done more with less money... but the cost has been the over-loading of those more energetic members of the group, and consequent sacrifices.

This should be understood as a warning to the rest, as well as to our university authorities, who in their assessments do not take into account this increased productivity, and so do not value it. Whoever achieves the same "output" from less "input" (not only financial but also human) deserves to be rewarded. This is our logic, based on a principle of equity.

This is not the only thing we ask of our university leaders: another is increased transparency in the assessment exercises in which research groups participate: these should be accompanied by a report justifying the score, which is essential in order to see what needs improving. Another request is reinforcement of the principle of merit: the best researchers (according to their CVs) are those who should lead Research Groups and Centres. Clarification is needed of how the duality between Research Groups and Centres will be articulated in our own university. Last but not least, we claim there is a need to consider tourism, given its multidisciplinary nature, as a priority line of research, consistent with the overriding importance of this economic activity at local, regional and national level for the creation of wealth and employment. This importance is not reflected yet in the corresponding research plans, which need to be aligned with the reality of our society's economic dependence on this critical and still-expanding sector.

However, we look forward to 2012 with optimism, with the conviction that this may be the year in which our primary mission is accomplished: we hope, most of all, that there will be no active researcher who has not completed their PhD,. If we can do this, we will need to design a new project, with a renewed mission. This will be the biggest strategic challenge to be faced. We will tackle it on the solid foundation of the pursuit of scientific excellence and seeking, above all, to forge greater connection with the private and public actors of the tourism industry, to whom we must transfer the results of our work. We must assume that the budgetary constraints will be even tighter, but I am confident that what we have sown will be harvested. The point is that we have to think about how to maximize our relevance, how to transfer results of real value to the forward-looking professionals, entrepreneurs and developers of our tourism industry, and to work closely together with them. This also means finding and working with those academics who believe that we are entering a new era with new priorities, those who are committed and willing to join with us and play a truly active role.

Can the creative destruction proposed by Schumpeter be a good reference to guide our strategic thinking, to outline our action plan for the coming years, to create something new on what has been already built?

Alfonso Vargas-Sánchez, Principal Researcher

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2011 MEMORY

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MEETINGS OF THE GROUP AND TOPICS DEALT WITH:

-7 June: monitoring of ongoing projects and initial analysis of the Group's position with a view to its possible re-definition in 2012.

-4 July: meeting with the GEIDETUR's Advisory Council, comprised of professionals of the tourism industry. Its aims were: 1. Presentation of the latest research studies conducted by members of the Group. 2. Debate on the state of the sector and its research needs. As a result of this meeting, a joint working group was formed to draw up a draft of what could be the Vision 2020 for the province of Huelva as a tourist destination.

MOST RELEVANT ACTIVITIES OF THE MEMBERS OF GEIDETUR DURING 2011:

Organisation of scientific events

1.- **Workshop on Tourism in Huelva** (8th edition), devoted to the topic "Industrial Tourism in the Mountain Range District". This took place in the Faculty of Business Studies on April 28, with the collaboration of the Lieva Cultural Association.



**"8th Edition
of the
Workshop
on Tourism
in Huelva,
held on 28
April 2011"**

**8th Edition of the Workshop on Tourism in Huelva.
28th of April, 2011.**



“Meetings of REINTUR in Seville (14 January) and Cáceres (30 September)”

2.-**Meetings of REINTUR**, the Spanish-Portuguese Network of Researchers in Tourism, in Seville (14 January) and Cáceres (30 September), in collaboration with the universities of Pablo de Olavide and Extremadura, respectively.

Members of GEIDETUR were present at numerous scientific events, among which were (in chronological order):

-The IVth International Conference on Advances in Tourism Economics, Luisiada University and APIDT, Lisbon (Portugal), 14-15 April. Alfonso Vargas presented the paper referred to below, in the publications section.

-The XIIth Conference of the Andalusian Association of Regional Science, University of Granada, 12-14 May. The paper titled “A model of ecological response of the Andalusian golf courses” was presented, co-authored by Alfonso Vargas and Francisco Riquel.

-The IVth Research Workshop on Tourism, University of Seville, 19-20 May. Alfonso Vargas presented the paper referred to below, in the publications section.

-2011: Advances in Hospitality and Tourism Marketing and Management Conference, Washington State University and Boğaziçi University, Istanbul (Turkey), 19-22 June. Manu Martínez presented the paper referred to below, in the publications section.

-The IInd Seminar for PhD students, University of Algarve, Faro (Portugal), 8 July. Prof. Vargas lectured, as a keynote speaker, on the topic “A RESEARCH AGENDA FOR STRATEGIC MANAGEMENT ON THE TOURISM INDUSTRY”. Elena García de Soto and Cristina de la Orden also presented their corresponding papers.

-The Ist International Conference on Tourism and Management Studies, University of Algarve, Olhão (Portugal), 26-29 October. Prof. Vargas lectured, as a keynote speaker, on the topic “INNOVATION IN TOURISM FIRMS”. Manu Martínez, Elena García de Soto and Cristina de la Orden also presented their corresponding papers.



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-**The XVth Conference of AECIT**, Mijas (Málaga), 9-11 November. Francisco Riquel presented the paper referred to below, in the publications section, which was selected among the finalists in the award for best research paper submitted to the conference.

-**ITC'11**, Polytechnic Institute of Leiria, Peniche (Portugal), 23-25 November. GEIDETUR was an active contributor with the papers presented by Manu Martinez, Elena García de Soto and Cristina de la Orden.

-**The XIIIth Luso-Spanish Seminar on Business Economics**, University of Évora, Évora (Portugal), 24-25 November. Elena García de Soto and Cristina de la Orden presented their corresponding papers.



-**10th Biennial Conference of ANZALS (Australia and New Zealand Association of Leisure Studies)**, University of Otago, Dunedin (New Zealand), 6-8 December. Alfonso Vargas presented the paper referred to below, in the publications section.

-**World Research Summit for Tourism and Hospitality**, Hong Kong Polytechnic University (China), 10-13 December. Alfonso Vargas presented the paper referred to below, in the publications section.

Collaboration in Teaching Activities

During the year 2011, members of GEIDETUR have participated, as teachers of subjects related to tourism, in several postgraduate courses. In particular:

In the University of Huelva, on the Master's courses in:

- Tourism (Management of Tourism Firms).
- Territorial and Environmental Strategies in the Local Context (Local and Rural Development).

In the University of Extremadura, on the Master's course in Hotel Administration and Management.

In the University of Jaén, on the Master's course in Tourism, Archaeology and Nature.

In the University of Cadiz, on the MBA course.

In the University of Seville, on the Executive MBA course.

In the University of Algarve (Portugal), on the Specialization Course in Hotel Management and the PhD program on Tourism.

Also in the IVth International Seminar on Case Method, organized by the Xavier de Salas Foundation in Trujillo (Cáceres).

**IVth International Seminar on
Case Method.**



Invited lectures given by the head of GEIDETUR

-Within our research line on industrial tourism, on February 18, Alfonso Vargas participated in a visit, along with businessmen of the Extremadura region, to the Nuclear Power Station of Almaraz, organized by AREX consulting firm, based in Talayuela (Cáceres). In this locality, a working session with local entrepreneurs also took place, on February 4.



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-**"Applied Research in the Development of Inclusive Tourism Projects"** within the framework of the Conference on Tourism and Disability in Rural Areas organized by the Association for Rural Development of the South-Western Mountain Range District of Extremadura (ADERSUR). This took place at Oliva de la Frontera, Badajoz, on February 17.



-**"Innovation in Tourism: A New Strategic Challenge"**, organized by Columbia University in Asuncion, Paraguay, on April 28.



Conferencia

La Innovación en Turismo:

UN NUEVO DESAFÍO ESTRATÉGICO

a cargo del

Dr. Alfonso Vargas Sánchez
Universidad de Huelva - España28 de Abril
Hotel Sheraton
19:30 hs.

Costo de Participación

Gs. 50.000 (hasta el 18/04/11).

Gs. 70.000. (A partir del 19/04/11)

Este costo incluye Certificado
de Participación.Organizado por:
UNIVERSIDAD COLUMBIA

Apoyado por:

Asunción
Convention
BureauInformes: Dirección de Carrera de Turismo y Hotelería y Dirección de Carreras Empresariales
Tel.: 219 8000 - Int. 142 / Int. 122 - www.columbia.edu.py

-**"Innovation: Key for Tourism Development in the City of Huelva"**, organized by the municipality of Huelva, on May 10.

Programación CVHPA 2011

CONFERENCIA "LA INNOVACIÓN: CLAVE PARA EL DESARROLLO DEL TURISMO EN LA CIUDAD DE HUELVA"

A cargo de Dr. Alfonso Vargas Sánchez
Martes 10 de mayo, a las 19.00 h.



Centro de Visitantes "Huelva, Puerta del Atlántico"

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Ayuntamiento
de Huelva
Concejalía de Turismo



-Participation in the symposium **"Wine Marketing"**, together with Cristina de la Orden, in the Portuguese locality of Lagoa, within the FATACIL Fair on Tourism, Agriculture, Trade and Industry, on August 20.



-**"Tourism and Sustainable Development"**, under the IInd Luso-Brazilian Seminar on Environmental and Business Sciences organized by INUAF. This took place in Loulé (Portugal) on October 13.

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Invited researchers

During 2011 we received the following researchers (in alphabetical order):

- Rebecca Biggins, York St John University, UK.
- Raluca Carciumaru, Technical University of Cluj-Napoca, Romania.



- Dr. Claudio Nigro, University of Foggia, Italy.
- María Dolores Sánchez-Fernández, University of A Coruña, Spain.

Research projects and studies

The study initiated in 2010 on the tourism industry in the province of Cadiz was finished. It was carried out in collaboration with Tecnotur (Technology Centre of Tourism, Leisure and Quality of Life) and the Chamber of Cadiz:

- On March 3, the preliminary findings of this study were presented and discussed with the stakeholders, in the locality of Puerto Real.



- On May 5 the final presentation of this work took place, in the framework of a conference on industrial tourism, at the Faculty of Economics and Business of the University of Cádiz.

At a request of the firm ISCASA (Isla Canela, SA), a study on behaviour and satisfaction of tourists in Isla Canela was carried out in the summer of 2011.

In addition, the following research studies were presented and subjected to assessment:

- Doctoral Thesis: "The Satisfaction of Wine Tourist: Causes and Effects". Author: Cristina de la Orden. Supervisor: Alfonso Vargas. Date of reading: September 22. It was awarded the highest grade.



Doctoral Thesis: "The Satisfaction of Wine Tourist: Causes and Effects".
September 22.

- A summary of the PhD dissertation authored by Francisco Riquel, and presented in 2010, was published in the European Journal of Tourism Research, Vol.4 (2), under the title "Institutional Analysis of Environmental Management Practices of Golf Courses in Andalusia".

Publications

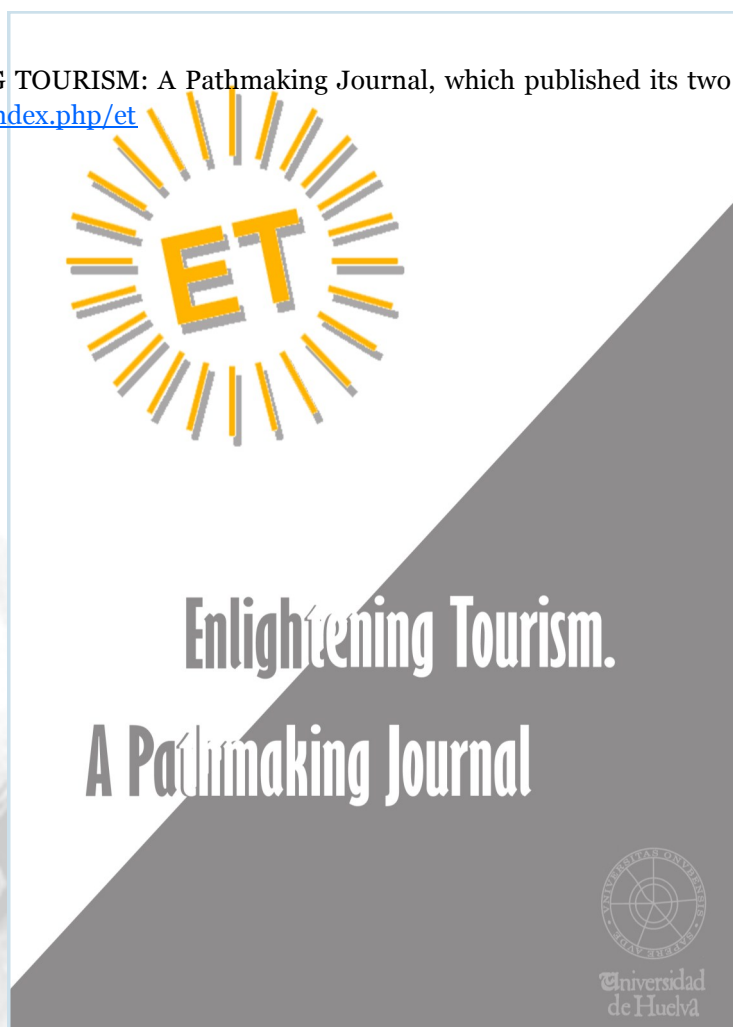
- "Explaining Residents' Attitudes to Tourism: Is a universal model possible?". Annals of Tourism Research, Vol. 38, No. 2, pp. 460-480, 2011.
- "Huelva, the Light': Enlightening the Process of Branding and Place Identity Development". In: Dredge, D. & Jenkins, J. (ed.). Stories of Practice: Tourism Policy and Planning, Ashgate, 2011, pp. 173-197.
- "A Partial Least Square Approach to Environmental Pressures on Golf Courses and their Performance". IV International Conference on Advances in Tourism Economics. Universidade Lusitana. Lisboa, 14-15 April 2011.
- "El Turismo Industrial en la Provincia de Cádiz: Presente y Futuro". Cádiz: Cámara de Comercio, 2011. ISBN: 978-84-88528-01-8.
- "El entorno institucional de los campos de golf andaluces y el desarrollo de prácticas medioambientales". In: Jiménez Caballero, J.L. y Fuentes Ruiz, P. (coord.), Turismo y Desarrollo Económico (IV Jornadas de Investigación en Turismo, Universidad de Sevilla). Sevilla: Edición Digital @tres, S.L.L., 2011, pp. 33-57. ISBN: 978-84-694-5099-4.
- "An institutional approach to the environmental practices of golf courses". Académica Turística, Year 4, nº 1, July 2011, pp. 5-15.
- "Las presiones institucionales del entorno medioambiental: aplicación a los campos de golf". En Jurado Almonte, J.M. (Dir.): Recursos, potencialidades y modelos turísticos en el Baixo Alentejo, Algarve y provincia de Huelva. Huelva: Universidad de Huelva, pp. 149-169.
- "'Huelva la luz', origen y primeros desarrollos de la marca: análisis del caso". In Jurado Almonte, J.M. (Dir.): Recursos, potencialidades y modelos turísticos en el Baixo Alentejo, Algarve y provincia de Huelva. Huelva: Universidad de Huelva, pp. 227-244.

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- A review of "CULTURE, HERITAGE AND REPRESENTATION: PERSPECTIVES ON VISUALITY AND THE PAST". Journal of Heritage Tourism, Vol. 6, 2, 2011, pp. 169-170.
- A review of "INDUSTRIAL TOURISM: OPPORTUNITIES FOR CITY AND ENTERPRISE". Annals of Tourism Research, Vol. 38, 3, 2011, pp. 1203-1204.
- "The strategic management process and the innovative capacity of the Spanish hotel industry". Advances in Hospitality and Tourism Marketing and Management: Conference Proceedings. Boğaziçi University (Estambul, Turquía), 2011, pp. 64-69.
- "Elección del modo de entrada, flexibilidad estratégica y resultado de la estrategia internacional de las cadenas hoteleras: un análisis bajo el enfoque de opciones reales". II Seminário de Doutorandos. ESGHT, Universidade do Algarve, 2011. Libro de Abstracts, p.12.
- "La satisfacción del turista cultural enológico". II Seminário de Doutorandos. ESGHT, Universidade do Algarve, 2011. Libro de Abstracts, p.41.
- "El turismo industrial en la provincia de Huelva: presente y futuro". En: Río Tinto. Historia, Patrimonio Minero y Turismo Cultural. Huelva: Universidad de Huelva y Fundación Río Tinto, 2011, pp. 403-419.
- "El turismo industrial en la cuenca minera: la perspectiva de la población". In: Río Tinto. Historia, Patrimonio Minero y Turismo Cultural. Huelva: Universidad de Huelva y Fundación Río Tinto, 2011, pp. 421-435.
- "El turismo rural y el Parque Natural Sierra de Aracena y Picos de Aroche de la provincia de Huelva (España): una visión de futuro". PASOS. Revista de Turismo y Patrimonio Cultural, 2011, vol. 9, nº 4, pp. 503-517.
- "Huelva la luz: una metodología diferente para el desarrollo de un destino turístico". In: López, D. (ed.), Renovación de destinos turísticos consolidados. Valencia: Tirant Lo Blanch, 2011, pp. 349-365.
- "Strategy and innovation: study of the innovative capacity of the Spanish hotel industry". I International Conference on Tourism and Management Studies, Algarve 2011.
- "Modo de entrada, flexibilidad estratégica y opciones reales en los procesos de internacionalización de las cadenas hoteleras". I International Conference on Tourism and Management Studies, Algarve 2011.
- "El turismo cultural enológico: satisfacción y características del turista". I International Conference on Tourism and Management Studies, Algarve 2011.
- "Authentrex: cómo emprender desde la nada cuando la tecnología se une al turismo". In: Manual de casos sobre creación de empresas en España. McGraw-Hill, 2011, pp. 85-94.
- "El institucionalismo medioambiental y su impacto en la legitimidad social de los campos de golf andaluces". XVI Congreso AECIT, Mijas (Málaga), 11 Noviembre 2011.
- "Mode of entry, real options and strategic flexibility in internationalization process of hotel chains". ITC'11, Instituto Politécnico de Leiria (Portugal), 23-25 Noviembre 2011.
- "The satisfaction of wine cultural tourist in the 'Condado de Huelva'". ITC'11, Instituto Politécnico de Leiria (Portugal), 23-25 Noviembre 2011.
- "Factors with a greater impact on the level of innovation in the hotel industry in Spain". ITC'11, Instituto Politécnico de Leiria (Portugal), 23-25 Noviembre 2011.
- "Motivations for Visiting a Mining Site". Challenging Leisure: Australia and New Zealand Association of Leisure Studies, 10th Biennial Conference, 6-8 December 2011, Dunedin (New Zealand), University of Otago, Department of Tourism, p. 20.
- "Institutional Pressures on Golf Courses to Respect to the Natural Environment: An Experimental Analysis using PLS". World Research Summit for Tourism and Hospitality, 10-13 December 2011, Hong Kong (China), Polytechnic University, School of Hotel and Tourism Management.
- "¿Los principales destinos son también las principales potencias en la investigación en turismo?". Estudios Turísticos, n. 188, 2011, pp. 91-111.
- "Authentrex: Technology Meets Tourism in an Entrepreneurial Venture". Journal of Hospitality and Tourism Cases, Vol. 1, nº 1, 2011, pp. 59-74.

Other activities

2011 was the launch year of : ENLIGHTENING TOURISM: A Pathmaking Journal, which published its two first issues : <http://www.uhu.es/publicaciones/ojs/index.php/et>



In addition, the organization was set-up for its first international conference, to be held in Naples (Italy) on 13-14 September 2012 in collaboration with the “National Research Council” of that country. All the details on the “ENLIGHTENING TOURISM: 1st International Conference” are available at

<http://www.uhu.es/GEIDETUR/Conference2012/index.html>

Also at

http://www.irat.cnr.it/ET_TourismConference2012





Research Group on Innovation and Development Strategies in Tourist Firms

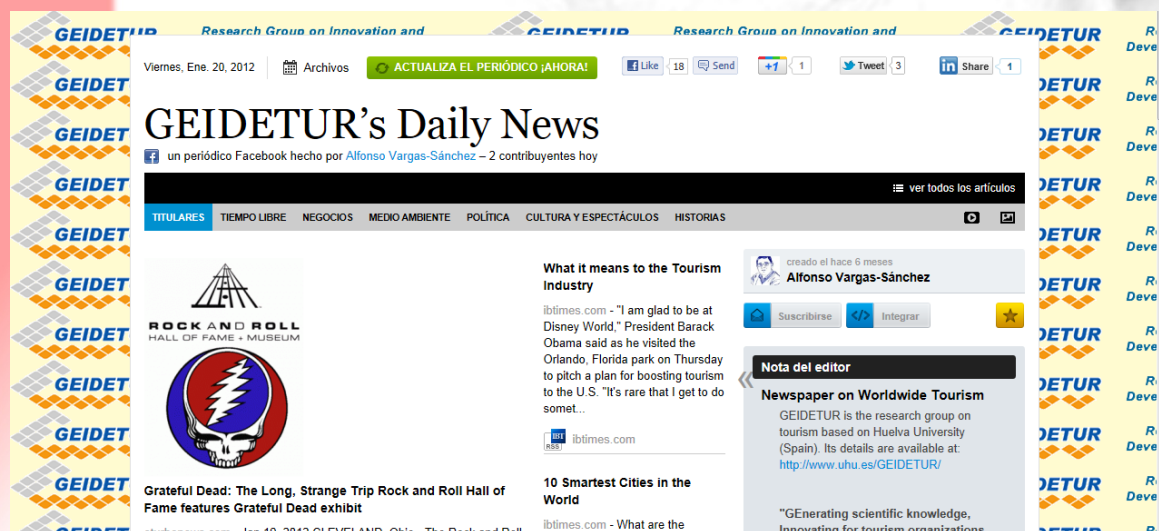
GEIDETUR was part of the dossier published in the Magazine “Andalucía Innova” (No. 19) dedicated to tourism in Andalusia.

A daily online newspaper about tourism, “GEIDETUR's Daily News” (in both Spanish and English), was launched, and our blog in “Comunidad Hosteltur” remained active. Their respective links are:

<http://paper.li/f-1314076979>

<http://paper.li/f-1313229086>

<http://comunidad.hosteltur.com/vargas/blog>



Finally, we also created a Facebook page for GEIDETUR:

<https://www.facebook.com/geidetur>



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Geidetur, Huelva University, Research Group on Tourism
Members of GEIDETUR with Dr. Julio Mendes and other researchers of Algarve University, in a Workshop on the project "Understanding resident's attitudes"

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