

## NEWSLETTER Nº 3

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### PRESENTATION

Any review of the results we have to show for a year's activities (for 2010 in this case) should be done in the light of the commitments that we voluntarily accepted when we set out our mission. In our mission statement, we undertook to carry out research "to produce results worthy of publication in academic journals, both national and international, of recognised prestige and impact". Achieving the acceptance of an article in the journal ranked Nº 1 in the field of tourism, *Annals of Tourism Research*, is a decisive step in that direction, within a deliberate strategy established from the beginning. Another step forward is working so as to reach beyond academic activity and contribute directly to the productive parts of our sector. To this end we have put into operation our blog within the extensive virtual community of professionals of the sector (probably the most numerous in Spain): the Hosteltur community, which serve at 4,669 professional at the end of 2010. We consider this to be a valuable tool for aligning our activities with another of our stated commitments: "we are working in order to be useful to the agents of the sector".

Among all these, some particular successes deserve to be underlined:

- The incorporation of a new University doctor, Dr. Riquel Ligero, in our research group.
- The culmination of a research project in collaboration with the Centre for Research in Tourism and Leisure (CITEL) of the University of the Algarve, titled: "Understanding residents' attitudes towards the development of tourism in the Spanish province of Huelva and the Portuguese region of Algarve". This project has been supported by the Consejería de Presidencia (Regional Government of Andalusia) and by the Ministries of Science and Innovation (of Spain) and of Education (of Portugal).
- The signing of a contract with Tecnotur (Technological Centre for Tourism, Leisure and Quality of Life) to undertake a study on industrial tourism in the province of Cadiz, with the collaboration of the Chamber of Commerce of Cadiz.
- Our active participation in the activities of REINTUR, the Spanish-Portuguese Network of Researchers in Tourism, with meetings in January (in Jerez, University of Cadiz.) and in September (in Faro, University of the Algarve).
- The completion of preparatory duties for the launching of the journal "ENLIGHTENING TOURISM: A PATHMAKING RESEARCH JOURNAL" (<http://www.uhu.es/publicaciones/ojs/index.php/et>). This is the first of its kind, in Spain, dedicated to the tourism industry: with 100% of its content in English, published online and under the Open Journal System.

All of this gives us encouragement to continue making progress in the creation of a powerful nucleus of knowledge, on the foundations of well-established principles of action, and enriched by working in a productive network that greatly extends our area of action.

Alfonso Vargas Sánchez, Principal Researcher

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#### 2010 MEMORY

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## MEETINGS OF THE GROUP AND TOPICS DEALT WITH:

- 3 March 2010: monitoring of the projects in hand.
- 2 December 2010: evaluation of our scientific output and study of the incorporation of GEIDETUR into the "Casa Consejo" Research Centre for the Integral Development of Mining Areas in Decline, promoted by the University of Huelva.

## MOST RELEVANT ACTIVITIES OF THE MEMBERS OF GEIDETUR DURING 2010:

## Organisation of scientific events

- 1.-Collaboration in the 1st Workshop on Adapted Leisure and Tourism of the University of Huelva, held on the 9 and 10 March; our annual Workshop on Tourism in Huelva formed part of this event.

"1st Workshop  
on Adapted  
Leisure and  
Tourism,  
march 2010"





A group of men are seated at a long white table in a classroom, facing a whiteboard. The man at the far end of the table is writing on the whiteboard. The other men are looking towards the whiteboard. There are papers and a pen on the table. A man is also sitting at a separate table on the right side of the room, looking towards the whiteboard. The room has large windows with blinds on the left and a whiteboard at the front.

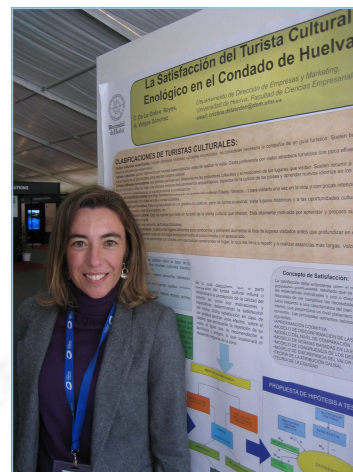
A group of people are seated at long white tables in a room that appears to be a classroom or a meeting space. In the foreground, a man in a light blue shirt and dark tie is seated at a table, looking towards the right. To his left, another man in a pink and white striped shirt is seated, resting his chin on his hand. Behind them, a woman in a red top is seated at the same table. To the right, two more women are seated at a separate table; one is wearing a patterned top and the other a white headband. The room has a whiteboard in the background and a computer monitor on a stand. The overall atmosphere is professional and focused.



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GEIDETUR also participated in the **INVTUR 2010 International Conference**, through Alfonso Vargas, Elena García de Soto and Cristina de la Orden, with the presentation of two posters:

- Strategic flexibility and real options in the internationalization of hotel chains.
- The satisfaction of the enological cultural tourist in the Condado de Huelva.



**XIIIth International University and Company Congress on Tourism: Renewal of Consolidated Tourism Destinations**, with the invited address given by Professor Vargas titled: “A Different Methodology for the Development of a Tourism Destination”. Castellón, 6-7 May.



**Workshop and Presentation of the Project to Increase Awareness of Industrial Tourism** in the Province of Cadiz, in the installations of the Tecnotur Foundation, in Chiclana de la Frontera (Cadiz), on 15 April.

**II Seminar of Reflection on Tourist Dinamization: Environment and Responsible Tourism in Azores Islands (Portugal)**, held from 16 to 18 April on the Ilha do Pico, the Azores; this event featured the invited address by Professor Vargas titled “Social Responsibility, Tourism and the Reduction of Poverty”.



**Research Workshop on Tourism** of the University of Seville (27 and 28 May), with the following communications:

- “Choice of entry mode and result of the international strategy of hotel chains from the perspective of real options” (Elena García de Soto and Alfonso Vargas).
- “The satisfaction of the enological cultural tourist in the Condado de Huelva” (Cristina de la Orden and Alfonso Vargas).



**International Conference “Encuentros 2010: Tourism & Quality of Life”**, University of Primorska, Portoroz (Slovenia), 27-28 September, with the following paper: “An Institutional Approach to the Environmental Practices of Golf Courses” (Alfonso Vargas and Francisco Riquel).

**Spanish-Italian Seminar on the Reading and Teaching of Informative Documentation**, organised at the University of Extremadura (Faculty of Librarianship and Documentation, of Badajoz) by the Spanish Network of Literate Universities, with the participation of Alfonso Vargas in the Round Table discussion of 22 October: “Debate on the Tourism Phenomenon”.



**IVth International Tourism Congress “The Image and Sustainability of Tourist Destinations”**, organized by the Polytechnic Institute of Leiria (Peniche, Portugal) on 24-25 November. Professor Vargas presented the invited address: “Tourism Development and Sustainability”.

IVth International Tourism Congress

**XIIth Hispano-Luso Seminar on Business Economics**, organised by the University of Vigo (Ourense campus), on 25-26 November.

XIIth Hispano-Luso Seminar on Business Economics



### Collaboration in Teaching Activities

During the year 2010, 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 Masters course in:

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

In the University of A Coruña, on the Master's course in the Management and Planning of Tourism.

In the University of Cadiz, on the MBA course.

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, Archeology and Nature.

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

Also on the summer course on “Enological Tourism” of the International University of Andalusia (La Rabida Campus, 19-23 July) and “Construction and urban planning/control: opportunities for sustainability: the European Q-Sustainable Model”, of the University School of Osuna (6-9 September).

### Invited researchers

During the academic year 2009-10 we received the researchers Júlio da Costa Mendes, Patricia Susana Oom do Valle and Maria Manuela M. Guerreiro, who form part of the Centre for Research in Tourism and Leisure (CITEL) of the University of the Algarve. This University has partnered GEIDETUR in the study "Understanding residents' attitudes towards the development of tourism in the Spanish province of Huelva and the Portuguese region of the Algarve", referred to earlier.

### Research projects and studies

During the year 2010 the following studies were undertaken:

- Industrial tourism in the province of Cádiz, in collaboration with Tecnotur (Technological Centre for Tourism, Leisure and Quality of Life) and the Chamber of Commerce of Cadiz. The duration of this study will be until March 2011.

- "Tourism Definition Database Building". The objective of this project is to review all the definitions of tourism existing in the literature from a multi-linguistic and multi-cultural perspective. Within this global-scale pro-

ject, members of GEIDETUR have participated in the compilation of tourism definitions in Spanish. Continuation of the work initiated in 2009, on the global scale.

In addition, the following PhD study was presented and awarded the highest grade:

- Doctoral Thesis: "Institutional analysis of the environmental management practices of the golf courses of Andalusia". Author: Francisco Riquel Ligerro. Supervisor: Alfonso Vargas Sánchez. Date of reading: 12 November.



**Doctoral Thesis: "Institutional analysis of the environmental management practices of the golf courses of Andalusia".**

**Huelva, 12th of November**

**Board members, from left to right: José Antonio Fraiz, Francisco José Martínez, Antonio Leal, José Miguel Rodríguez and Nuria Porras.**



## Publications

- "Strategy and degree of innovation in the Spanish hotel sector". *Journal of Tourism and Development*, Nº 13/14, Vol. 1, 2010, pp. 101-115.
- "Strategic flexibility and real options in the internationalization of hotel chains". *Journal of Tourism and Development*, Nº 13/14, Vol. 3, 2010, pp. 1145-1146.
- "The satisfaction of the *enological cultural tourist in the Condado de Huelva*". *Journal of Tourism and Development*, Nº 13/14, Vol. 3, 2010, pp. 1153-1154.
- A Review of "Destination Unknown: The Emergence of Corporate Social Responsibility for the Sustainable Development of Tourism", *Tourism Management*, 2010, 31, 5, pp. 691-692.
- "The Environmental Management of Golf Courses from an Institutional Approach". *6th International Symposium on Entrepreneurship in Tourism*, University of Algarve, Faro, 15-16 March 2010.
- "Choice of entry mode and result of the international strategy of hotel chains from the perspective of realistic options". IIIrd Workshop on Research in Tourism. University of Seville, 27-28 May 2010.
- "The satisfaction of the enological cultural tourist in the Condado de Huelva". IIIrd Workshop on Research in Tourism. University of Seville, 27-28 May 2010.
- "An Institutional Approach to the Environmental Practices of Golf Courses". Encuentros 2010: Tourism & Quality of Life. University of Primorska, Portoroz, Slovenia, p. 53.
- "Mining Tourism in the Spanish Province of Huelva: The Case of the Riotinto Mining Park". In: Conlin, M.V. & Jolliffe, L. *Mining Heritage and Tourism. A global synthesis*. Routledge, 2010, pp. 171-179.
- "An institutional approach to the environmental management systems of golf courses in Andalusia". *European Journal of Tourism, Hospitality and Recreation*, 1 (1), pp. 24-38.
- "The Incidence of Quality Management on the Degree of Innovation in the Spanish Hotel Sector". *TQM Qualidade*, Vol. 3, 2010.

## Other activities

- The activities of GEIDETUR were considered worthy of coverage in the Spanish national daily newspaper "La Razón", appearing in the FITUR 2010 supplement and on 3 March 2010.

- Visit to the Sierra Luz accessible Rural Hotel, promoted by the Peace and Wellness Association, in Cortegana (Huelva), in the context of the project for obtaining their collaboration with the Huelva Tourism Workshop of 2011.





**Research Group on Innovation and Development Strategies in Tourist Firms**

- Summer Course on “Enological Tourism” at the La Rábida Campus of the International University of Andalusia, directed by Doctors Plaza Mejías and Porras Bueno, from 19 to 23 July.



- Participation in the “Knowledge Fair” organised by the Chamber of Commerce of Ayamonte and the OTRI of the University of Huelva, with the presentation of the areas in which GEIDETUR is working, on 16 December.



**GEIDETUR**  
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Elena García de Soto

- Dra. María Jesús Moreno gained the ManPower Cum Laude Prize for the research study titled: “THE MANAGEMENT OF KNOWLEDGE AS A KEY TOOL FOR LEARNING IN ORGANISATIONS OF THE 21ST CENTURY: CASE STUDIES”.

- Professor Manu Martínez was a finalist of the FITUR Tribuna - Jorge Vila Fradera Prize (11th Year, 2010) with the paper titled: “FACTORS DETERMINING THE DEGREE OF INNOVATION IN THE SPANISH HOTEL SECTOR, FROM THE PERSPECTIVE OF THE STRATEGIC MANAGEMENT PROCESS”.