



Newsletter of the International Association for Tourism Economics

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2019 IATE Conference

In the previous newsletter, we already announced that the 2019 IATE Conference will be hosted by the Faculty of Economic Sciences, Universidad Nacional de La Plata, Argentina.

The date of the conference will be communicated soon, so that everyone can plan well in advance. The editorial team is already looking forward to the conference, and we trust that all of you share our excitement!

News from the Journal, Tourism Economics

World Cup and tourism – Please allow us to congratulate the French National Soccer Team (and our French colleagues) on winning the soccer 2018 World Cup! All members are very welcome to enjoy a special collection of papers we put together for this occasion.

<http://journals.sagepub.com/page/teu/sporting-event-and-tourism>

June and August 2018 issues – The June and August issues of Tourism Economics discuss very timely and interesting research topics. Some of them include:

- The impact of tourism media campaigns
- business tourism demand
- employment dynamics
- forecasting via web-search data

- over-tourism: access fee and congestion
- public holidays, tourism and economic growth
- philanthropy of tourism firms
- carbon footprint of tourism
- sustainability of events
- housing wealth and tourism expenditure
- franchising as a financing source
- investment-cashflow sensitivity
- risk management and payment default
- the effect of the World Cup and Olympic Games on international travel receipts
- hotel choice
- seasonality and its decomposition

We would like to thank all contributors, in particular the IATE members, and we look forward to receiving your future submissions!

Albert Assaf and Raffaele Scuderi

Global Hospitality Industry Overview

The hotel performance reports for the second quarter of 2018 are currently available from STR. In this newsletter, interesting developments in three regions

of the world are shared with the IATE community.

Europe

For the continent in total, the following performance indicators show a growing trend:

- Occupancy: +1.1% to 75.5%
- Average daily rate (ADR): +3.8% to EUR115.54
- Revenue per available room (RevPAR): +4.9% to EUR87.20

The most interesting results were from the following two cities:

- **Dublin** sets Q2 performance record:
According to STR analysts, Dublin's already high occupancy levels have left little room for year-over-year growth. However, the market's popularity as a destination and consistent demand for rooms continue to result in record-breaking performance.
- **Moscow** performance soars thanks to the World Cup:
The absolute performance levels were each the highest for any Q2 in STR's Moscow database. Helped by a lack of significant supply growth and the obvious demand boost around the FIFA World Cup, the market exceeded performance expectations in June with a 206.8% spike in ADR to RUB17 029.19 and a subsequent 244.5% rise in RevPAR to RUB14 476.69.

Asia Pacific

For the continent in total, the following performance indicators show a growing trend, although slightly lower than the growth in the European market:

- Occupancy: +1.0% to 70.4%

- Average daily rate (ADR): +3.1% to US\$105.00
- Revenue per available room (RevPAR): +4.1% to US\$73.95

The most interesting results were from the following three countries:

- **Australia** sets Q2 occupancy record
The 73.2% absolute occupancy level was the highest for any Q2 on record in the country. That came even with 2.1% more room nights available compared to Q2 2017. STR analysts point to the overall health of the Australian hotel industry in absorbing that new supply. Gold Coast, host of the XXI Commonwealth Games in April, was the standout market with RevPAR up 24.2% to AUD138.38 for the quarter.
- **Indonesia** performance rises with June lift from Bali
The 60.6% absolute occupancy level was the best for a Q2 in Indonesia since 2014. STR analysts note that performance increases were seen in **Bali** (+9.1%), **Jakarta** (+4.1%), **Surabaya** (+7.4%) and **Yogyakarta** (+8.7%).
- **Singapore** posts highest Q2 occupancy since 2013 with lift from North Korea-U.S. Summit
Even with significant supply growth (+4.5%), Singapore's 81.3% occupancy level was the highest for a Q2 in the country since 2013. June was the strongest month of the quarter. According to STR analysts, the country's demand was boosted by the North Korea-U.S. Summit on 12 June.

Middle East and Africa

While Africa shows strong growth, hotels in the Middle East did not follow a similar

trend as the following performance indicators show:

Middle East

- Occupancy: -3.5% to 60.2%
- Average daily rate (ADR): -5.8% to US\$159.13
- Revenue per available room (RevPAR): -9.1% to US\$95.73

Africa

- Occupancy: +5.1% to 56.3%
- Average daily rate (ADR): +6.6% to US\$113.71
- Revenue per available room (RevPAR): +12.0% to US\$63.97

The results from the following three countries are interesting:

- **Morocco** room rates boosted by tourist activity

STR analysts attribute Morocco's strong growth in ADR and RevPAR to multiple events that stimulated the tourism economy in the country as well as the usual boost in demand (room nights sold) that occurs after Ramadan. The 22.4% jump in RevPAR was especially notable.

- **Kuwait** performance mostly flat

Kuwait received a lift in demand during Eid al-Fitr, like most countries in the region, according to STR analysts. However, the country's absolute RevPAR levels have remained low since the drop in oil prices and subsequent lower occupancy levels.

- **Nigeria** hotel performance improves alongside oil output

STR analysts point to the correlation in oil prices and Nigeria's tourism industry as a reason behind the country's hotel performance growth. The 49.4%

absolute occupancy level was the highest for a Q2 in the country since 2014.

For more information, contact the STR SHARE Center, sharecenter@str.com.

Steve Hood (STR)

Successful QATEM Workshop in Tahiti

The Quantitative Approaches in Tourism Economics and Management (QATEM) workshop was created in 2007 by Nicolas Peypoch and Bernardin Solonandrasana from the University of Perpignan Via Dominitia. Previous editions took place in Perpignan (2008 and 2010), Corte (2012), Narita in Japan (2014) and Potchefstroom in South Africa (2016).

This workshop is based on a call for papers and a scientific committee. It allows the speakers to present a scientific article currently being elaborated, which aims at the development or the use of quantitative methods in the framework of the economy and the management of tourism. Each stakeholder has a 40-minute window (questions included). The model of the workshop makes it possible to work on the technicality of the presented methods. The best papers presented will be published in a special focus of Tourism Economics.

Thanks to IATE, for this edition, the QATEM was opened to the 'general public' with the organisation of a conference before the workshop. This conference was devoted to presentations of methods developed by academics, specialists in tourism economics and management and it allowed the study of the potential adaptability to French Polynesia of these methods thanks to the expertise of professionals and local actors. The 'general public' conference was held on 14 June, and the workshop on 14 and 15 June.

Workshop programme

Day 1: Thursday, 14 June 2018, QATEM workshop inscriptions, Fare Pote'e		
15:30	Opening of the 6th QATEM Workshop, welcome speeches	by <u>Patrick Capolsini</u> (President of UPF), <u>Sylvain Petit</u> (UPF) and <u>Nicolas Peypoch</u> (University of Perpignan)
15:40	<i>Tourism, Insularity and Remoteness: a Gravity-Based Approach</i>	<u>Vincent Dropsy</u> (University of French Polynésia)
16:20	<i>The Malmquist Productivity Index and Plant Capacity Utilisation in Chinese Tourism</i>	Kristiaan Kerstens (IESEG, Lille, France) Jafar Sadeghi (Kharazmi University, Iran), Ignace Van de Woestyne (KU Leuven, Belgium) and <u>Linjia Zhang</u> (Xi'an Jiaotong-Liverpool University, China)
17:30	Welcome drink and sunset beach	
QATEM, Day 2: Friday, 15 June 2018, Fare Pote'e		
8:00	<i>The impact of ancillary expenditures on the image of the destination and the post-stay behaviours The case of tourism in French Polynesia</i>	<u>Pierre Ghewy</u> (UPF) and Benjamin Teva Belli (UPF)
8:40	<i>Tourism activities companies in a sustainable adventure tourism destination: the blooming case of the Azores</i>	João Ponte (Fundo de Maneio, Portugal), <u>Gualter Couto</u> (University of the Azores), Carlos Santos (University of the Azores), <u>Pedro Pimentel</u> (University of the Azores) and André Oliveira (Fundo de Maneio, Portugal)
10:00	Coffee break	
10:20	<i>You won't be sleeping at my place! Testing for discrimination in access to tourism accommodation services</i>	<u>Mathieu Bunel</u> (University of New Caledonia), Yannick L'Horthy (University of Paris Est), Souleymane Mbaye (University of Paris Est), Loïc du Parquet (University of Paris Est) and Pascale Petit (University of Paris Est)
11:00	<i>Economic growth and market-segment choice in tourism-based economies</i>	<u>Sauveur Giannoni</u> (University of Corsica, Pascal Paoli, France), Juan Hernandez (University of Las Palmas de Gran Canaria, Spain) and Jorge Perez-Rodriguez (University of Las Palmas de Gran Canaria, Spain)
11:40	<i>Complementary effect or substitutive effect: an investigation of spatial interdependency of attractions</i>	<u>Bo Zhou</u> (Xiamen University, China), Bi Yang (Pennsylvania State University, USA) and Yi Liu (Jinan University, China)
12:20	Lunch break	
13:40	<i>The French Polynesian tourism sector in 2007-2017: A panel data gravity model</i>	<u>Gil Montant</u> (UPF)
14:20	<i>Assessing the Role of Social Media on Tourism Recovery in Tsunami Hit Coastal Areas in Tohoku, JAPAN</i>	Miho Fukui (Chiba University, Japan) and <u>Yasuo Ohe</u> (Chiba University)
15:00	Coffee break	
15:30	<i>Environmental approaches in the hotel industry, are they desired by tourists?</i>	<u>Elisabeth Robinot</u> (University of Quebec), <u>Léo Trespeuch</u> (University of Trois Rivières) and Aurélie Corne (University of Perpignan, France)
16:10	<i>A comparison of hedonic pricing and discrete choice techniques for estimating tourist willingness to pay</i>	<u>Lorenzo Masiero</u> (The Hong-Kong Polytechnic University, China), Yang Yang (Temple University, Philadelphia USA) and Richard Tianran Qiu (The Hong-Kong Polytechnic University, China)
17:00	<i>Closing of the 6th QATEM Workshop</i>	<u>Sylvain Petit</u> and <u>Nicolas Peypoch</u>
18:00	Gala Diner, Intercontinental Tahiti Hotel: "Wonderful Night"	
16 June: social excursion at the lagoon of Moreea Island		



Participants

Before the QATEM: 25 people (9 academic researchers, and 16 local professional)

Workshop QATEM: 18 academic researchers

For the country, it was also an event with an important impact. This event was covered with important media coverage (5 articles in local media). Moreover, in collaboration with the local professionals, three new research programmes applied to French Polynesia will be developed.



The next QATEM Workshop will take place in 2020.

Sylvain Petit



Upcoming events

7th OTIE Summer School on Marketing Plan for UNESCO sites

Students from different countries are coming to Palermo Italian Capital of Culture and Manifesta seat, to learn by doing!

The 7th edition of the OTIE Summer School 2018 in tourism economics sees international protagonists directly involved in drafting an integrated MARKETING plan for UNESCO sites and aims to create a project for the development and promotion of cultural heritage.

Scientific impact

The number of submissions of this edition was important and the quality of papers was very good. For these reasons, the IATE support was crucial as it helped the QATEM to celebrate 10 years and to fill a gap.

The OTIE Summer School is a CALL FOR SELECTION that OTIE publishes every year with the aim of finding the best students, researchers and entrepreneurs in the islands, has the general objective of providing economic contents and

techniques to train future experts of marketing for tourism.

University professors and professionals on cultural tourism will provide participants with all the knowledge, the contents and instruments it takes to face island challenges.

In particular, the goal of this edition is the use of the instrument of marketing to create a strategy that can contribute to developing cultural tourism, especially for islands.

Visit the [OTIE SUMMER SCHOOL](http://www.otie.org) webpage or contact them at training@otie.org.



14th TourMIS Workshop

What Is Happening in European City Tourism? Have a Look into the ECM Benchmarking Report!

Besides working on academic papers, faculty members at MODUL University Vienna also engage in various industry projects commissioned by the world's leading tourism organisations, such as World Tourism Organization (UNWTO), European Cities Marketing (ECM), and World Tourism Cities Federation (WTCF). One example is the annual ECM Benchmarking Report, which is a collaborative work by Irem Önder, Karl Wöber, and Bozana Zekan, faculty members at the Department of Tourism and Service Management and loyal members of IATE.

This year's edition (14th official edition) features more than 120 European cities and investigates their performance and overall trends in city tourism for the period 2013-2017. Furthermore, insights into the key source markets, tourism density, and bed capacities are also provided. Participating cities are therefore able to benchmark themselves against other city destinations. More information can be found at:

<https://www.europeancitiesmarketing.com/ecm-benchmarking-report/> All data used in this report can be found in TourMIS database (www.tourmis.info).

Curious to learn about TourMIS? Join us at our 14th TourMIS Workshop and International Seminar on Digitalization and Innovation in Tourism (www.modul.ac.at/tourmis), hosted by MODUL University Vienna on 13-14 September 2018!

Irem Önder, Karl Wöber & Bozana Zekan
(MODUL University Vienna)

10th OTIE International Conference on Islands Tourism – 2018 (ICIT)



Call for Abstracts
10th International Conference on Islands Tourism
Palermo (Italy), 7th – 8th September, 2018

Palermo, Italian Capital of Culture 2018 and hosting Manifesta 2018, 7-8 September, 2018

The 10th OTIE ICIT_2018 will promote the scientific and technical exchange between international academics and experts on insular contexts in order to address efficient strategies for insular development by promoting a wide cooperation. The conference is one of the working steps of the Island Economy Working Group created in Brussels, on 27 November. The scope of the IEWG, as well as that of this conference is to promote the creation of an International Network of Island Contexts.

For any further requests or queries, contact:

- doc@otie.org;
- secretariat@otie.org



Movers and Shakers

The following members of IATE have changed universities and accepted new positions:

- Steve Pratt, who has been with Hong Kong Polytechnic University from 2013, has accepted a position as Professor and Head of School of Tourism & Hospitality Management at The University of the South Pacific. His new e-mail address is: Pratt_s@usp.ac.fj

- Neelu Seetaram has moved from Bournemouth University to Huddersfield Business School where she has been promoted to Reader/Associate Professor in Economics and subject group leader for Economics. Her new contact e-mail address is: N.Seetaram@hud.ac.uk

Congratulations to both and we trust that you will continue to contribute towards our Society in your new positions!

A note from the editors

Thanks to all our contributors! We call on all of you to keep sending news, updates, research projects, conference and other calls to include in the newsletter. These can be sent to Andrea Saayman (andrea.saayman@nwu.ac.za) and/or Mondher Sahli (Mondher.Sahli@vuw.ac.nz).