



Newsletter of the International Association for Tourism Economics

Vol. 2, No 4, 5 August 2019

2019 IATE Conference update

The VII Conference of the International Association for Tourism Economics is now only a month away, and we urge those of you who have not registered yet, to do so soon! More than 70 persons have already registered and it promises to be a great conference with many opportunities to expand networks, as always.

If you have not booked your accommodation yet, please also do that soon, since the hotels are filling up quickly.

Natalia Porto and her team at the Faculty of Plata, in Argentina, have organised an exciting conference and social programme. The programme outline is available on the conference website:

<https://iateconferencelaplata.wordpress.com/>.

Our keynote speakers at the conference are:

- **Onil Banerjee**, who is a natural resource economist at the Inter-American Development Bank in the United States.
- **Gabriel Brida**, who is a professor in Economic Dynamics and Director of the Department of Quantitative Methods in Economics at the University of the Republic, in Uruguay.
- **Haiyan Song**, who is chair professor and Associate Dean (Research) of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, and current president of IATE.
- **Steve Hood**, who is Senior Vice President of Research for STR and the

Founding Director of the SHARE Center, STR's program to support hospitality and tourism schools with nearly 900 members from 75 different countries.

- **Raffaele Scuderi**, who is a Professor of Applied Economics at Kore University of Enna, Italy, and editor of Tourism Economics.

On the afternoon of 3 September, we host a PhD workshop, with 20 PhD students already registered. There are also two PhD bursaries available. The closing date for applications for the bursaries is **5 August**. If you have not applied yet, please contact Professor Stephen Pratt (stephen.pratt@usp.ac.fj) urgently.

As always, there is the best paper award sponsored by Tourism Economics and this year there will also be the Melville Saayman award for the best paper from a developing country author, kindly sponsored by STR.

Outstanding papers will be considered for publication in a Special Focus in Tourism Economics, published by SAGE.

We look forward to seeing you in La Plata, Argentina!

News from the Journal, Tourism Economics

New WoS Impact Factor released: We are very pleased to announce that the 2018 impact factor for Tourism Economics has jumped to 1.098, a 17% increase from 2017.

Special issue – We have recently launched a new special issue on “*Africa rising – tourism economics research in Africa*”, edited by Andrea Saayman and Boopen Seetanah. Deadline for abstracts submission is 1 December, 2019. The call for papers follows later in this newsletter and can be found at:

<https://journals.sagepub.com/pb-assets/TEU%20CFP%20-%20Africa%20Rising.pdf>

August 2019 issue – The August issue of *Tourism Economics* covered the following topics:

- Mobile technologies and destination competitiveness
- Hotel demand in mature resort destinations
- Design, architecture and the value to tourism
- Valuing forest park attributes through tourist satisfaction
- Forecasting hotel demand uncertainty
- Tourism-induced financial development
- Sustainability, pricing decisions and strategies for tour operators
- Regional production efficiency
- Brand and segment diversification
- Seasonality and persistence of overseas visitors

We 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 2019 are currently available from STR. In this newsletter, interesting developments during the second quarter of 2019 in four regions of the world are shared with the IATE community.

Asia-Pacific

The following regional statistics summarise this region’s hotel activity during 2019’s 2nd quarter:

- Occupancy growth: -1.0% to 69.1%
- Average daily rate (ADR) growth: -0.7% to US\$97.32
- Revenue per available room (RevPAR) growth: -1.6% to US\$67.25

Indonesia’s general election and protests in April and May only had a limited impact on hotel performance in Jakarta, with Ramadan in May having the greatest negative effect on hotel performance. In Philippines, hotels in Manila benefited due to strong demand, boosted by the promotion of Metro Manila as a MICE location.

Central/South America

For the continent in total, the following performance indicators for the 2nd quarter of 2019 show mixed results:

- Occupancy: +2.4% to 56.4%
- Average daily rate (ADR): -42.9% to US\$94.48
- Revenue per available room (RevPAR): -41.5% to US\$53.28

In Cartagena, Colombia, hotels benefited from the continued growth in tourism demand, although the growth has slowed slightly. Hotels in Buenos Aires reported a decline in occupancy and although the average daily rate increased in Argentinian peso, it decreased when measured in US\$.

Europe

European hotel performance reported positive results during for the second quarter in a row, with:

- Occupancy: +0.7% to 75.6%

- Average daily rate (ADR): +3.4% to EUR118.16
- Revenue per available room (RevPAR): +4.1% to EUR89.31

Paris recorded the highest ADR and RevPAR since the second quarter of 2014, assisted by the Paris Air show and the FIFA Women's World Cup. Istanbul, Turkey, continues to show strong recovery after the 2016 terrorist attacks and reported the highest Q2 hotel performance levels on the SRT database.

Middle East and Africa

For the first quarter of 2019, hotels in the Middle East and Africa showed the following trends:

Middle East

- Occupancy: +2.6% to 61.7%
- Average daily rate (ADR): -7.2 to US\$147.44
- Revenue per available room (RevPAR): -4.8% to US\$91.03

Africa

- Occupancy: +2.2% to 57.6%
- Average daily rate (ADR): +4.0% to US\$106.53
- Revenue per available room (RevPAR): +6.3% to US\$61.33

In the Middle East, Dubai recorded negative hotel occupancy, ADR and RevPAR due to continued supply growth that is not matched by demand growth.

Africa is the only region that reported positive results in all the performance indicators. In Morocco, Casablanca hotels, however, recorded lowest Q2 ADR and RevPAR since STR monitored their performance. This was driven by a 15% increase in supply.

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

Steve Hood (STR)

Upcoming events

Europe

11th OTIE International Conference on "Islands Tourism" 5-6 September 2019, Mytilene, Lesbos (Greece)

The Observatory on Tourism for Islands Economy (OTIE) promotes and realises academic studies and documents of research in order to identify current issues of Tourism in Islands. The Conference aims to promote a scientific and technical exchange between international academics and experts in order to address efficient strategies for insular development. This event is part of the Island Economy Working Group—IEWG, which aims to encourage the institution of an International Network of Island Contexts.

The main themes of this year include:

- Business cooperation within fragile context;
- Brand effects at the destination;
- Strategic planning in tourism;
- economic/ social/ environmental/ cultural impacts of tourism;
- Effects of climate changes on seasonality and insular tourism;
- Events management;
- Nautical and cruise tourism;
- Relational tourism

Participants can publish either full papers or abstracts in the proceedings. Alternatively, the full papers will be proposed for international journals of research in tourism, economics and local development such as "Sustainability and TURyDES".

For more info and submissions contact: research@otie.org

Asia

The 13th UNWTO/PATA Forum on “Tourism Trends and Outlook” 17-19 October 2019, Guilin, China.

At the gracious invitation of the People’s Government of Guilin of China, the World Tourism Organisation (UNWTO) and the Pacific Asia Travel Association (PATA) in collaboration with the Hong Kong Polytechnic University’s School of Hotel and Tourism Management are organising the 13th UNWTO/PATA Forum on Tourism Trends and Outlook, scheduled to be held in Guilin, China from 17-19 October 2019. This year’s forum will be organised under the theme of *“Beyond gateways: Dispersal policies, capacity management, and rural tourism”*.

The Guilin Forum provides an annual Pan-Asia-Pacific platform for policymakers, senior officials, researchers and industry representatives to take stock of global and regional trends and to better understand their potential impacts on tourism. The event, under the joint umbrella of the UNWTO and PATA, will allow participants to share information, analyse the current tourism situation and map out the next course of action for the future.

If you are interested in attending this forum, please contact

Dr Honggen Xiao
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Email: honggen.xiao@polyu.edu.hk

The 2nd “One Belt • One Road • One Tourism” International Conference “Development, Marketing, Sustainability” 13-15 October 2019, Guilin, China

The “Belt and Road” initiative proposed by China in 2013 is a concept of cooperation and development fostering mutual growth and shared prosperity. Today it is a

manifestation of China’s neighbourhood diplomacy fostering friendship, economic and tourism development. It also provides new concepts, new models, and new space for the growth of 65 countries along the Belt and Road. Tourism is an important pillar in the economy among many of these countries. As peace, political stability, and tourism go hand in hand, the “One Belt • One Road • One Tourism” International Conference will not only promote tourism, but will also reinforce peace and economic development in these countries.

The Conference will provide an interactive platform for academics and industry professionals in the tourism field to share their latest research, analyse industry trends and build connections in relation to the “Belt and Road” initiative for which tourism is expected to play a significant role.

The Conference is co-organised by Guilin Tourism University (GLTU) and School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University, in Guilin, China, on 13-15 October 2019.

The collaborating institutions for the Conference include Guilin Tourism University, The Hong Kong Polytechnic University, Silk Road International University of Tourism, Uzbekistan and Palembang Tourism Polytechnic, Indonesia. The Conference is hosted by The Belt and Road International School at GLTU and Guangxi Academy of Tourism Professionals.

Leading academic and industry leaders in hospitality and tourism have agreed to speak in the keynote sessions, and we welcome academics in hospitality and tourism, industry professionals and government officials to participate in and submit papers to the Conference.

Individuals who are interested in attending the conference are welcome to register their attendance through this website: <http://oborot2019.csp.escience.cn>

Theme and topics

The theme of the Conference is “development, marketing, sustainability” with an emphasis on “impactful education”. The Conference welcomes submissions of papers based on the following topics and others related to the One Belt One Road initiative:

- Capacity Building for One Belt and One Road Tourism
- Destination Management
- Destination Marketing
- Digital Transformation in Tourism
- Event Management
- Human Capital Development for Tourism Industry
- Megatrends in Hospitality and Tourism
- Public Private Partnership in Tourism
- Religious Tourism and Pilgrimage
- Smart Tourism
- Sports Tourism
- Wellness Tourism
- Tourism and Geopolitics
- Tourists and Visitors: their Needs and Motivations
- Tourism Education
- Tourism Planning and Development
- Tourism Marketing and Management
- Tourism Sustainability
- And any other topics of relevance to the conference

Paper submission

Individuals who would like to submit a paper to be presented at the Conference should submit an abstract of the proposed paper for review. The abstract should be typed in English or Chinese, in Times New Roman (12-point font), and double-spaced on one A4 page, and attached with a separate cover page indicating the topic of the paper, author's name, affiliation, contact number and email address. The abstract and cover page should be sent to Dr Tony Tse (tony.tse@polyu.edu.hk) by email attachment, with “Submission of paper to

OBOROT Conference” in the email subject line.

Contacts for enquiries

For more information about the Conference and paper submission, please contact Mr Zhang Xianchun of GLTU (oborot2019@gltu.edu.cn) or Ms Flora Ng of SHTM (flora.ng-ps@polyu.edu.hk).

Special editions

Special issue of *Journal of China Tourism Research*

“A New Journey to the West: Chinese Tourists Burgeoning in Europe”

Guest editors

Yong Chen, University of Applied Sciences
and Arts Western Switzerland

(yong.chen@ehl.ch)

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(g.li@surrey.ac.uk)

Chinese outbound tourism has hit the headlines over the past decade, with sheer visitor numbers and expenditure staggering the world. Not only have mainstream media, such as *The Economist*, zeroed in on Chinese outbound market as early as 2014 with featured articles and special reports on tourist behaviour and spending, but local news outlets, such as *Le Temps* in Switzerland where one of the guest editors is based, have also portrayed Chinese tourists in relation to their happiness. Particularly in Europe, the Chinese tourism boom was fuelled by a couple of high-level government initiatives, such as the Switzerland-China Tourism Year in 2017 and the EU-China Tourism Year in 2018, to name a few, aiming at promoting bilateral tourism trade between the EU and China. Beyond the realm of tourism, the Belt and Road Initiative, above everything else, would unleash the demand of the Chinese

outbound market for Eastern Europe through financing infrastructure and investing in tourism and hospitality supply.

Enterprises across major European cities have been touting for Chinese businesses through customising products and services for the incoming tourists. Not only are retailing shops being staffed with Chinese-speaking salespersons, but a wide range of tourism firms are also practicing China-peculiar hospitality, ranging from hot drinking water provision at hotels, to satiating the Chinese stomach, and further onto accepting UnionPay and Alipay from those who are so used to paying with their smartphones at home. Meanwhile, Chinese tourism firms have started to expand to Europe through mergers and acquisitions, aiming at reaping profits from this lucrative market as well as establishing a worldwide reputation as fast as they can. As a matter of fact, since both the demand from Chinese and the supply in Europe are complex and geographically separated, firms are still baffled with regard to better understanding the Chinese market and their travel behaviour in order to better serve them.

Given the recent political and trade impediments to Chinese outbound tourism in the United States, we are optimistic that a burgeoning Chinese tourism market across Europe would come sooner than expected, so would the agenda for research on China-Europe tourism. We therefore propose this special issue to focus on a variety of topics in pertinence to Chinese outbound tourism in Europe. We welcome submissions on topics that include, but are not limited to the following, within the context of China-Europe tourism:

- Museum and cultural tourism
- Natural and cultural heritage
- Sports, festivals and events
- Wine tourism
- Skiing and resort management
- Spa tourism
- Beach tourism
- Shopping tourism

- Educational tourism
- Industrial tourism
- Overtourism and tourism-phobia
- Language and tourism
- Multi-destination tourism
- Service delivery and European cultures
- Social media and communication
- Visiting friends and relatives (VFR), migration and tourism
- Destination marketing and branding
- Mergers and acquisitions
- Trade and tourism
- Tourism in Eastern Europe

Tourism is a multi- and inter-disciplinary field of research. We welcome all social-science perspectives on the above topics, particularly the inter-disciplinary approach. Quantitative methods, qualitative methods, mixed methods and experimental research are all welcome.

Submission guidelines and timelines

All submissions should follow the journal's guidelines in APA format. An abstract of 500–1 000 words presenting an overview of the research should be submitted as email attachments to the guest editors for review. Selected abstracts will be invited for full paper development (in about 9 000 words) and online submission onto the journal manuscript centre. Deadlines for submission, peer review and planned publication of this special collection are as follows:

Abstracts submission: 31 October 2019

Abstract decision: 30 November 2019

Full paper submission: 31 May 2020

Revisions and decision: 31 August 2020

**Special issue of
Tourism Economics**

**“Africa Rising – Tourism Economics
Research in Africa”**

Guest editors

Andrea Saayman, North-West University,
South Africa (andrea.saayman@nwu.ac.za)
Boopen Seetannah, University of Mauritius,
Mauritius (b.seetannah@uom.ac.mu)

While the tourism industry has already reached maturity in many developed countries, Africa’s tourism potential has only recently been recognised and the industry is experiencing increasing growth. The continent only held a market share of 5% in tourism arrivals during 2017, yet it is the fastest growing continent with growth rates of 9% and 6% in tourism arrivals during 2017 and 2018, respectively.

The growth in tourism to Africa brings with it numerous benefits, but also challenges. Many African governments are well aware of the benefits that tourism holds for their economies and are actively pursuing strategies to grow and nurture this industry. But can Africa ensure that tourism development is to the benefit of the economy, society and environment? Has the continent learned from mistakes made in other parts of the world and is it building its own success story? Is there a clear understanding of what the tourist to Africa requires?

While the increasing interest in Africa as a tourism destination also led to more papers on the African tourism industry being published, the continent still remains under-represented in the academic literature. In many instances, one only finds individual country case studies of tourism in Africa, with very little attention on aspects addressing a more regional perspective, integration, sustainability and policies for development.

This special issue aims to open the debate on new perspectives on the economic

analysis of tourism developments in Africa. We invite all researchers passionate about the economics of tourism in Africa to submit theoretical and quantitative empirical papers covering emerging and underexplored themes in this field.

Suggested topics include:

- Regional tourism development in Africa
- Tourism-led growth in Africa
- Sustainable tourism development in Africa
- A regional analysis of tourism on the African continent
- Economic integration and tourism in Africa
- Natural resource exploitation and tourism in Africa
- Policies for sustainable tourism in Africa
- Empirical analyses of impacts of tourism in Africa
- Economic analysis of crowding-in or -out effects of public policy in tourism in Africa
- Spatial interdependence of tourism policies in Africa
- Influence of macroeconomic factors and exogenous shocks on tourism demand in Africa
- Tourism expenditure in Africa and the economic cycle
- Supply constraints in the African tourism industry
- New perspectives on tourism development in Africa

Submission and review process

The special issue is subject to the following submission and review procedures:

- Authors should submit an abstract (up to 700 words excluding the reference list) directly to the guest editors via email (Andrea Saayman, andrea.saayman@nwu.ac.za; Boopen Seetannah, b.seetannah@uom.ac.mu).
- Abstracts must contain: aim, data and methods used, actual or foreseen

outcomes, contribution to the field, reference list.

- Authors of accepted abstracts will be invited to submit full papers.
- Full papers must be submitted online through the SAGE Publication system at <https://mc.manuscriptcentral.com/teu>. Please select “Special Issue: Africa Rising” for your submission. Full author publication guidelines may be found at: <https://us.sagepub.com/en-us/nam/tourism-economics/journal202562#submission-guidelines>.
- All full papers submitted will be referred through a double-blind review process.
- Based on the reviewers’ recommendations, the guest editors and the Editor-in-Chief will decide whether a particular submission should be accepted as it is, revised and re-submitted, or rejected.

Submission of the abstract implies: that the work described has not been published before; that it is not under consideration for publication anywhere else; that its publication has been approved by all co-authors, if any, as well as by the responsible authorities – tacitly or explicitly – at the institute where the work has been carried out. The publisher will not be held legally responsible should there be any claims for compensation.

Deadlines

Abstracts submissions: 1 December 2019

Abstract decisions: 1 February 2020

Full paper submissions: 31 July 2020

Reviews and decisions: October-November 2020

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).