



## Newsletter of the International Association for Tourism Economics

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### IATE Conference 2021

IATE 2021 will be held at the University of Perpignan (France) from the 29<sup>th</sup> of June until the 2<sup>nd</sup> of July 2021.

The conference will be co-hosted by the Department of Tourism Management of the Institute of Business Administration and the CRESEM laboratory of the University of Perpignan.

The event is co-organized by University of Perpignan, Polytechnic University of Hauts-de-France and University of Corsica.

The call for papers will soon be circulated.

**Andrea Saayman**  
**IATE President**  
On behalf of the Organizing Committee

### News from the journal, Tourism Economics

#### June, August and September 2020

The June issue of Tourism Economics covers the following topics.

- Structural model robustness checks in PLS-SEM
- Armed conflict, military expenditure and international tourism
- High-speed rail, tourists' destination choice and length of stay
- Univariate and multivariate forecasting of tourism demand using state-space models
- Location and hotel prices
- Casino promotional offers and patron's visitation
- Tourism and economic growth in small islands
- Inbound tourism on FDI
- Long-run labour flexibility in hospitality
- The "Hallyu" phenomenon: tourism destination as product placement in K-POP culture

The August issue covers the following topics.

- COVID-19 and the recovery of the tourism industry
- Journal impact factor and journal quality
- In Memoriam Professor Melville Saayman
- Tourism and growth
- The typological classification of tourist destinations
- Special Focus: 6th QATEM 'Quantitative Approaches in Tourism Economics and Management' workshop
- The role of social media in tourism recovery in tsunami-hit coastal areas
- Tourism, insularity, and remoteness
- Hotel sector revenues

- Strategic decision concerning tourist origins portfolio

The September issue is a Special Issue on “e-Tourism Economics”, edited by Rodolfo Baggio and Davide Provenzano. It covers the following topics.

- Consumer engagement in e-Tourism
- Socio-economic factors determining the ROPO trend in the travel industry
- ICT and international tourism demand
- Internet tradition and tourism development
- Market efficiency of OTAs
- Daily deals within internet distribution systems
- Effectiveness of tourist advertising and the improvement of destination competitiveness
- Performance of booking websites
- Smart tourists and DMOs

As usual, 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**  
**TOURISM ECONOMICS**  
<https://journals.sagepub.com/home/teu>

## Global hospitality industry overview

The hotel performance reports for July 2020 are currently available from STR. In this newsletter, the unprecedented performance lows due to the Covid-19 are shared with the IATE community with reference to five main regions of the world.

### Asia-Pacific

The Asia Pacific hotel industry reported continued improved performance from previous months but at overall low levels during July 2020, according to STR data. The following statistics summarise the Asia-

Pacific performances of July 2020 compared to July 2019:

- Occupancy: -36.5% to 46.3%
- Average daily rate (ADR): -30.6% to US\$64.35
- Revenue per available room (RevPAR): -55.9% to US\$29.78

Although up month to month, each metric was the lowest for any July on record in the region. In particular, China’s occupancy was the lowest for a July since the global financial crisis and the ADR value was the lowest for a July in Australia since 2004.

### Central/South America

The Central/South America hotel industry reported slight improvement month over month, but low overall performance, according to July 2020 STR data. The following statistics summarise Central/South America performances in July 2020 compared to July 2019:

- Occupancy: -68.6% to 19.0%
- Average daily rate (ADR): -33.8% to US\$53.40
- Revenue per available room (RevPAR): -79.2% to US\$10.13

STR analysts note that absolute occupancy and RevPAR levels were the lowest for any July in STR’s Central/South America database.

### Europe

Reflecting reopening around the continent, Europe’s hotel industry reported improved but low performance, according to the July 2020 STR data. The following statistics summarise Europe performances in July 2020 compared to July 2019:

- Occupancy: -66.4% to 26.5%
- Average daily rate (ADR): -20.9% to EUR96.43
- Revenue per available room (RevPAR): -73.4% to EUR25.51

The absolute occupancy and RevPAR levels were up from June but remained the lowest for any July on STR record in Europe.

### **Middle East and Africa**

Showing the impact of the COVID-19 pandemic, hotels in the Middle East and Africa reported steep declines across the three key performance metrics in July 2020 compared to the same month last year.

#### Middle East

- Occupancy: -41.8% to 35.3%
- Average daily rate (ADR): -9.6% to US\$106.93
- Revenue per available room (RevPAR): -47.4% to US\$37.70

#### Africa

- Occupancy: -72.9% to 16.9%
- Average daily rate (ADR): -10.8% to US\$93.98
- Revenue per available room (RevPAR): -75.8% to US\$15.91

Despite month-over-month improvements, both the Middle East and Africa saw their lowest absolute occupancy and RevPAR levels for any July on STR record.

### **North America/US**

For US, STR reports that the hotel industry showed slightly higher performance from the month prior, but at overall low levels during July 2020.

In a year-over-year comparison with July 2019 the industry data show:

- Occupancy: -36.1% to 47.0%
- Average daily rate (ADR): -24.8% to US\$101.76
- Revenue per available room (RevPAR): -52.0% to US\$47.84

For more information, contact the STR SHARE Center, [sharecenter@str.com](mailto:sharecenter@str.com).

**Steve Hood**  
**STR**  
<https://str.com/>

## **Webinars & Online Conferences**

### **Webinar: Secondary Data Collection and Analysis in Tourism Research**

The U.S.-Asia Center for Tourism and Hospitality Research at Temple University and the Centre for Competitiveness of the Visitor Economy (CoVE) at the University of Surrey jointly organised the above webinar on the 4th of August. Four internationally-recognised scholars: Dr Yang Yang from Temple University, Dr Frankie O'Connell from the University of Surrey, Prof Nicolas Peypoch from the University of Perpignan, and Dr Bozana Zekan from Modul University Vienna, shared their research experiences with the online audience.

Dr Yang introduced a broad range of secondary data available for tourism research, including statistical data, social media data, national survey data and so on. He illustrated the usefulness of secondary data for Covid-19 related tourism research by sharing the Covid19Tourism Index system that he created.

Dr O'Connell shared some databases for air transport studies such as OAG and MIDT. He further demonstrated how these secondary data were used in his published study on the impact of Covid-19 on the global aviation sector.

Prof Peypoch explained how he used secondary data for productivity and efficiency studies. He also shared the challenges he faced in dealing with secondary data collection.

Dr Zekan demonstrated through a series of her work how she used the AirDNA data for her research on sharing economy competitiveness.

The webinar was co-moderated by Prof Robert Li from Temple University and Prof Gang Li from the University of Surrey. The

webinar attracted over 230 attendees on Zoom, and it was broadcasted live on YouTube as well. The webinar was tape recorded and is available at:

[https://temple.zoom.us/rec/play/vJMtdu2t\\_G43SN2T5QSDBvZ-W425K6Ks1SIZ\\_vAOnRq0WnISZlvybudDNOGBxkMsFEDjP96u1cgWDrEv?continueMode=true](https://temple.zoom.us/rec/play/vJMtdu2t_G43SN2T5QSDBvZ-W425K6Ks1SIZ_vAOnRq0WnISZlvybudDNOGBxkMsFEDjP96u1cgWDrEv?continueMode=true)

**Gang Li**

## **12th Workshop Tourism: Economics and Management Tourists as Consumers, Visitors and Travelers**

The twelfth edition of the workshop on “Tourism: Economics and Management. Tourists as Consumers, Visitors and Travelers: The Impacts of Covid-19 in Tourism” aims to provide a platform for experienced scholars in tourism and allied fields. Due to the Covid-19 pandemic in 2020, the 12th edition of the Workshop will be held online on September 24 and 25, 2020. Special attention will be given to the COVID-19 and its impacts. On September 24 we will organize a pre-workshop round table on the impacts of the pandemic on Latin-American tourism.

Organizing committee: Osiris Marques and Verônica F. Mayer (Universidade Federal Fluminense), Glauber Santos (Universidade de São Paulo), Natalia Porto (Universidad de La Plata), Sandra Zapata, Bibiana Lanzilotta and Gabriel Brida (Universidad de la República, Uruguay).

For information contact: [elbrida@gmail.com](mailto:elbrida@gmail.com)

For more details on the Workshop visit <https://tourismeconomicsandmanagement.wordpress.com/>

**Natalia Porto and Carolina Garcia on behalf of the Organizing Committee**

## **Research projects to follow**

### **Women's employment in Uruguay's tourism sector 2019**

The research group on tourism economy and statistics (GIEET) of the Institute of Statistics of the Faculty of Economic Sciences of the University of the Republic is carrying out this research on female employment in the tourism sector in Uruguay in 2019.

Following the methodology of the World Tourism Organization (UNWTO) and the Organization for Economic Cooperation and Development (OECD), already applied in previous documents and publications, available

at <http://www.iesta.edu.uy/publicaciones/>, this work quantifies and characterizes tourist employment and compares it with the employment at the level of the entire economy for the year 2019, which allows keeping this information updated, with an innovation compared to previous jobs, to incorporate the gender perspective.

The incorporation of the gender perspective in all the variables analysed is due to the conditions of the Uruguayan labour market, which has higher rates of female unemployment. According to the National Institute of Statistics (INE), in 2019, the unemployment rate reached 8.9% all over the country and women have a higher level of unemployment than men, reaching 10.7% and 7.3%, respectively. In addition, nationwide, the employment rate in 2019 was 56,7%, with differences by gender: 49,1% for women and 65% for men.

In accordance with international recommendations, tourism employment is approached from the perspective of supply; that is, the number of jobs generated or attributable to the consumption of goods and services by visitors, produced by the different industries characteristic of tourism, is considered. In this conceptual framework, provided by UNWTO and OECD, and using the data from the Continuous Household Survey (ECH) of the year 2019,

from the National Institute of Statistics (INE), the Tourist Employment Share (PETU) for 2019 is determined, which was 6.65%, while between 2008 and 2018, it remained between 5 and 6%. Considering the first and second occupation of the ECH 2019, the tourist jobs are 118,340 (6.65% of the total jobs in Uruguay), which implies that 117,150 people are employed in tourism.

The tourist employment quantification is made by department and gender. Considering the first occupation, Tourist Employment Share does not show differences between men and women at the national level in 2019, 6,9% for men and 6,8% for women, which is the case at the departmental level; in Montevideo this indicator is 8.2% for men and 6.1% for women.

Tourism employment is characterized by a series of variables, incorporating the gender perspective in all of them: age, activity, educational level, income level, employment relationship, length of work, contributions to social security, underemployment, poverty, full or part time job.

**Silvia Altmark**

## Call for Papers

### Special Issue

*Journal of Sustainable Tourism*  
on  
*"The Economics of Sustainable Tourism"*

Tourism has been making a substantial contribution to economies in terms of poverty alleviation, income growth, employment absorption and regional development. However, its continuous success is facing a number of challenges, such as environment deterioration, leakages of tourism revenues, unevenly distributed benefits among the rich and the poor, man-made and natural disasters, and climate change. In addition, it has been argued that the expansion of tourism and tourist

activities is partially responsible for natural resource depletion and environmental degradation. Due to the current COVID-19 pandemic and the potentially "new normal" post COVID-19, new challenges and opportunities regarding sustainable tourism will emerge.

This special issue aims to examine new perspectives in regard to economic themes, theories and methods in the context of sustainable tourism. There will be a special interest in papers with novel perspectives with which to investigate economic issues and sustainability in the new context of during/post COVID-19, and papers that employ innovative, advanced or mixed economic methods to examine tourism sustainability issues.

The Guest editors will welcome research papers that clearly advance new perspectives in economic theory and methods, and/or empirical insights that advance economic perspectives that address issues related, but not limited to the following themes:

- Economic valuation of national resources in tourism destinations
- Economic valuation and ecotourism
- Ecological economic approaches to sustainable tourism
- Economic valuation and conservation
- The economic impacts of climate change on tourism and adaptation
- Energy consumption and tourist expenditure
- Greenhouse gas emission, carbon footprints and tourist expenditure
- Water conservation and tourist expenditure
- Tourism and Poverty reduction
- The application of behavioral economics to sustainable tourism
- Willingness to pay and sustainable development
- Economic effects of tourism during a crisis, such as COVID-19
- Innovative economic methods applied to analyzing sustainable issues in tourism and hospitality

Manuscript due date: April 30th, 2021.

Special issue publication: Early 2022 (note that early submissions are welcome).

Expressions of interest are welcome in the form of an extended abstract (1000-1500 words excluding references), to be sent to co-editors:

Prof. ShiNa Li, Sun Yat-Sen University, China ([lishina@mail.sysu.edu.cn](mailto:lishina@mail.sysu.edu.cn)) and

Prof. Andrea Saayman, North-West University, South Africa ([Andrea.Saayman@nwu.ac.za](mailto:Andrea.Saayman@nwu.ac.za)).

Abstracts should include the title, authorship, author affiliation(s) and contact information (including the email addresses of all authors) and keywords (maximum six). All full paper submissions will be subject to the normal peer-review processes of the Journal of Sustainable Tourism.

**Andrea Saayman**

## Special Issue

*Tourism Economics*  
on

*“Competitiveness in the Visitor Economy:  
New Trends, Issues and Perspectives”*

This special issue invites submissions on all aspects of competitiveness in the visitor economy. The research must have a solid theoretical foundation in economics (e.g., microeconomics, macroeconomics, international economics, industrial economics, or behavioural economics) and can include scholarly reviews and discussions on this important theme in order to offer new insights and recommendations to tourist destinations and businesses in the visitor economy.

Full details of the call can be found at:

<https://journals.sagepub.com/pb-assets/cmscontent/TEU/Call%20for%20Papers-TE%20special%20issue%20on%20competitiveness.pdf>

Suggested topics include, but are not limited to the following:

- Measurement of competitiveness in the contemporary visitor economy

- Demand analysis, forecasting and competitiveness
- Productivity, efficiency and competitiveness
- Innovation and competitiveness
- Entrepreneurship, gender and competitiveness
- Risk, uncertainty of competitiveness
- Sharing economy, competition and competitiveness
- Smart tourism and competitiveness
- Competitiveness and sectoral dynamics and the market structure
- Competitiveness and behavioural/consumer economics
- Competitiveness in times of crisis (economic, social and pandemic)
- Competitiveness and sustainability

Abstracts Submissions: October 1st, 2020

Full Paper Submissions: February 1st, 2021

Prospective authors are strongly encouraged to contact the guest editors regarding potential topics of interest or any questions/suggestions regarding the special issue. One-page abstracts can be submitted directly to the guest editors via email by October 1st, 2020 at the following addresses:

Prof. Gang Li, University of Surrey, UK ([g.li@surrey.ac.uk](mailto:g.li@surrey.ac.uk))

Anyu Liu, University of Surrey, UK ([anyu.liu@surrey.ac.uk](mailto:anyu.liu@surrey.ac.uk))

The abstract should outline the following aspects of the research: the title, research aim, theoretical framework, methodology, and anticipated findings and implications. The abstract should demonstrate how the selected topic addresses the competitiveness issue(s) in the visitor economy. The abstracts will be reviewed by both editors, and those that fit the theme of the special issue will be invited for full paper submission.

Full papers should be submitted to the journal's online system: (<https://mc.manuscriptcentral.com/teu>).

All full paper submissions will be subject to the normal peer-review processes.

**Gang Li**

## Publications

### **New Book: Tourism Planning and Development in Latin America**

Last June, the book *Tourism Planning and Development in Latin America* of CABI Regional Tourism Series was published. Edited by Carlos Monterrubio (Universidad Autónoma del Estado de México, México), Konstantinos Andriotis (Middlesex University London, UK) and Dimitrios Stylidis (Middlesex University London, UK), the book explores ten Latin American countries and their experiences and challenges linked to the tourism field from multiple approaches. Among the authors there are IATE members from this region. More information is available at <https://www.cabi.org/bookshop/book/9781789243048/>.

**Natalia Porto and Carolina Garcia**

## Other announcements

### **Executive Programme ONLINE (Spanish)**

#### **“BIG DATA FOR STRATEGIC MANAGEMENT OF TOURISM”**

**School of Economics, University of San Martín (UNSAM) - Universidad Nacional de San Martín - ARGENTINA**

Overview: This programme highlights the importance of Big Data in the new normal, as it helps facing challenges in the sustainable management of tourism companies and destinations. Through this course, students would be able to identify the opportunities and competitive advantages of Big Data for innovation in marketing strategies, development of new tourism experiences as well as the evaluation of the impact in public policy.

Dates: 9 October 2020 to 11 December 2020

Duration: 2 months (60 hours in total)

Teaching format:

- 10 live classes through streaming (virtual platform Zoom) on Fridays, plus academic activities in the web campus of UNSAM (readings and case studies).
- Professors and invited speakers from well-known organizations (i.e. Google, Expedia).
- Academic certificate will be issued by University of San Martín.

For further information you can contact:

[posgrado.eeyn@unsam.edu.ar](mailto:posgrado.eeyn@unsam.edu.ar)

Details about the master are available at

<http://www.unsam.edu.ar/escuelas/economia/601/economia/big-data-turismo>

**Federico Esper**

### **Tourism Statistics in Tunisia**

During his unexpected long stay in Tunisia due to travel restrictions during the COVID-19 pandemic, Mondher Sahli was heavily involved with the Ministry of Tourism and senior officials from the Reserve Bank to set up a Taskforce in charge of tourism data.

The main purpose of this Taskforce is to advise on what necessary changes need to be implemented to achieve clarity and agreement from tourism industry and government stakeholders about the main priorities for tourism statistics, and provide the strategy for addressing these priorities over the period 2021-2023.

The first workshop of this Taskforce took place at the Ministry of Tourism on the 19th of June 2020. During this workshop, Mondher provided:

- a picture of what is required to be done in Tunisia to improve official statistics
- a coordinated plan for addressing current data issues
- a framework for determining the highest priority in terms of tourism data needs.

Link to the website of the Ministry of Tourism in Tunisia:

<https://tourisminfo.com.tn/2020/06/comment-faire-des-statistiques-un-outil-de-gestion-du->

[tourisme/?fbclid=IwAR1a\\_14QYdLxRoc3fTjljuF8GKG2ryraKSAnOxtDHL6qUfxquScs2vg8DJY](https://www.facebook.com/ministere.Tourisme.Tunisie/?fbclid=IwAR1a_14QYdLxRoc3fTjljuF8GKG2ryraKSAnOxtDHL6qUfxquScs2vg8DJY)

Photos from the workshop

<https://www.facebook.com/ministere.Tourisme.Tunisie/photos/a.3047596702023176/3047597238689789>

## **A note from the editors**

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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 IATE newsletter. These can be sent to Serena Volo ([Serena.Volo@unibz.it](mailto:Serena.Volo@unibz.it)) and/or Mondher Sahli ([Mondher.Sahli@vuw.ac.nz](mailto:Mondher.Sahli@vuw.ac.nz)).