

Branding & Image Perception of A Seasonal Tourist Destination in Southwestern Europe: A Case Study by the IMPACTUR ALGARVE Project

Speakers:

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HTT280 WEBINAR

Zoom Link: <https://ualg.zoom.us/j/82268802227>

Organizer: UNIVERSIDADE DE ALGARVE

17th APRIL 2023

Módulo 04:00 pm

Portugal 09:00 am

Co-organizer: UAlg

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STRUCTURE OF THE PRESENTATION

Part I by Prof. Maria João Custódio

- 1) What is Destination Image? Why is important to measure?
- 2) Case Study: The Algarve (Portugal)
 - 2.1 The Algarve viewed by the British
- 3) Research Findings and Contributions.

Part II by Prof. Fernando Perna

- 4) When the image & success of the destination goes beyond the limits of sustainability
 - 4.1 Tourism Carbon Footprint
 - 4.2 Carrying Capacity

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4) When the image & success of the destination goes beyond the limits of sustainability.

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Externalities in Tourism

Source: scooptnest.com

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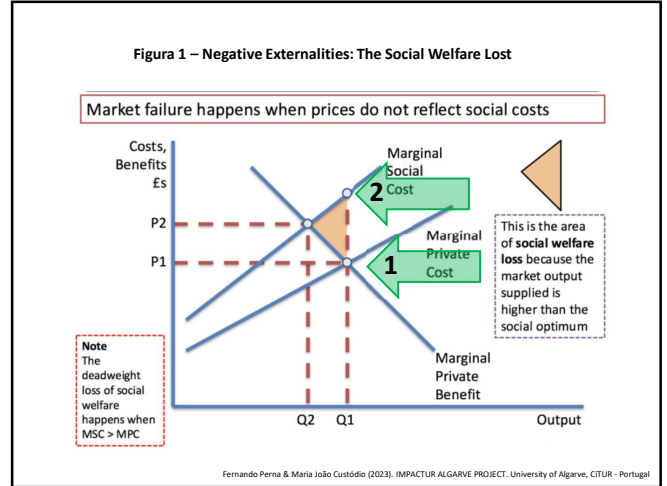
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What is an Externality?
 An externality is a cost or benefit caused by a producer that is **not financially incurred or received by that producer**. An externality can be both **positive** or **negative** and can stem from either the **production** or **consumption** of a good or service. The costs and benefits can be both **private**—to an individual or an organization—or **social**, meaning it can affect society as a whole.

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Externalities (-)

Pollution through Tourism


Tourism can cause the same forms of pollution as other industry.

- Air emission
- Noise
- Solid waste and littering
- Release of Sewage
- Oil and Gases
- Even Visual/ Architectural pollution

Source: Soni, Prashant (2016), Indian Institute of Tourism and Travel Management.

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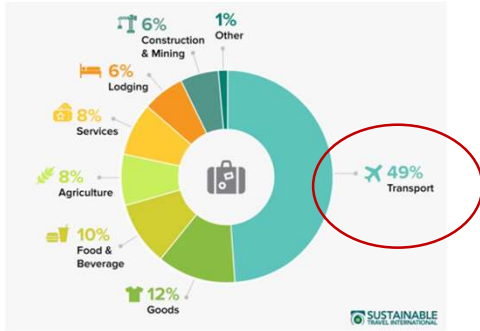


4.1 Tourism Carbon Footprint

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Figure 2 – Tourism Carbon Footprint

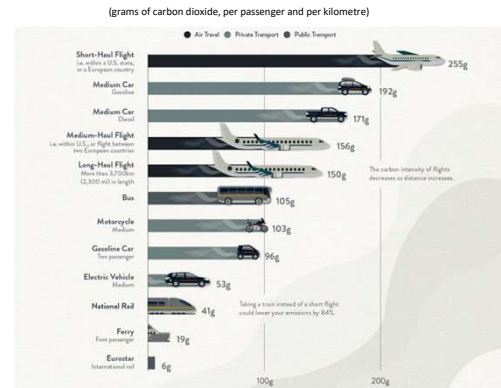


Fonte: Turismo de Portugal (2022). TAVI. Bil. Turismo de Portugal.

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Figura 4 – Tourism Transport Carbon Footprint

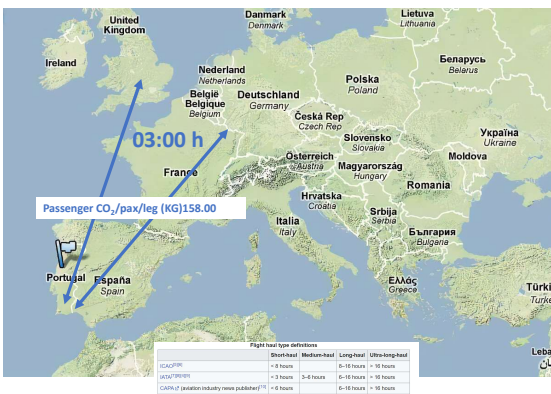


Fonte: Adaptado de UK Department for Business, Energy & Industrial Strategy

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Figure 3 – Algarve Flight Time Distance



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Carrying Capacity Concept

“One problem is that carrying capacity is what is known as ‘messy problem’, complex and complicated because it is both a theoretical and an applied issue. It is clearly multi-disciplinary (...)”

“If one has to answer the question posed by McCool and Lime (2001: 372), whether carrying capacity is ‘tempting fantasy or useful reality’, one has little choice but to respond that is not only a useful but also an awkward and unavoidable reality.”

Butler (2010: 61)

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Carrying Capacity Issues

- Water Resources
- Waste Residuals
- Energy
- Seasonality
- Tourism Intensity
- Health Facilities
- Territorial Risk Management
- (...)

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Some research examples:

Biondo, A. (2012). Tourism and sustainability: the positive externality. *International Journal of Sustainable Economy*, (4) 2, 155-166. <https://doi.org/10.1504/IJSE.2012.046219>

Bianca, B. & Detotto, C. (2010). Crime as Tourism Externality, *Regional Studies*, (4) 48, 693-709, DOI: 10.1080/00343404.2011.649005

Cheramakara, N. (2014). Valuation of aviation externalities: a case study in Bangkok, Thailand. Loughborough University, PhD thesis.

Ajuhari, Z. et al. (2023). Systematic Literature Review on Methods of Assessing Carrying Capacity in Recreation and Tourism Destinations, *Sustainability*, 15(4), 3474; <https://doi.org/10.3390/su15043474>

Zhang, L. & Chung, S. (2015) Assessing the Social Carrying Capacity of Diving Sites in Mabul Island, Malaysia. *Environmental Management* 56, 1467–1477 (2015). <https://doi.org/10.1007/s00267-015-0586-x>

Murillo, N., Pérez-Cayeyro, M. & Del Río, L. (2023). Ecosystem carrying and occupancy capacity on a beach in southwestern Spain. *Ocean & Coastal Management*, Vol. 231, ISSN 0964-5691, <https://doi.org/10.1016/j.ocecoaman.2022.106400>.

(...)

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