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Competence Centre in Tourism Management and Tourism Economics (TOMTE)

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### Abstracts

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## **The Economics of Casino Gambling: Evidence for Portugal**

Álvaro Matias

Universidade Lusíada de Lisboa, School of Economics and Business

Portugal

Email: amatias@apidt.com

Carlos G. Costa

Casino Lisboa, Estoril-Sol

Portugal

Luis Gil-Alana

Universidad de Navarra, Faculty of Economics, Pamplona

Spain

**Keywords:** Gambling economics, gambling receipts, Casinos, domestic income, international tourism

### **Abstract**

Gambling generates a significant source of income for certain countries/regions. There is a general assumption that a significant share of gambling receipts is originated on both domestic and international tourism flows. In this paper, we argue that while that might be the case for Las Vegas, Macau or Hong Kong, it is certainly not the case for Portugal, where the empirical evidence shows that gambling receipts are highly dependent on national per capita income (instead of international tourism).

We use a multiple regression model, with the tourism receipts depending on both international tourism and national income. The GLS estimators, under the assumption of auto correlated errors, exhibit statistically relevant coefficients for GDP for all Casinos in Portugal. On the contrary, international tourism has shown to be insignificant in all Casinos except for the special case of the Madeira Island.

Considering that the model shows gambling receipts depending strongly on domestic income in Portugal, while international tourism is not statistically relevant, some policy and management implications can be derived from this main conclusion. Most notably, it can be argued that marketing investments and general promotion of the Casino business should be addressed to residents rather than non-residents given that the former are the ones holding the main potential for spending in Casinos in Portugal.

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## **Elements of Corporate Governance in Tourism Organizations. Empirical Survey in South Tyrol (Italy), Austria and Switzerland**

Prof. Dr. Harald Pechlaner,  
Catholic University of Eichstaett-Ingolstadt, European Academy of Bolzano-Bozen

Dr. Frieda Raich, Dipl.-Ing. Lisa Kofink,  
European Academy of Bolzano-Bozen

### **Abstract**

In the past tourism organizations were central players when it came to creating and marketing competitive bundles of touristic services in a destination, the destination management. However, destination management demands on the part of the market but also on the part of local stakeholders have changed very much since then, both in form and content. Entrepreneurial qualifications and processes but also constant innovation and development are required, especially challenging the small-scaled Alpine tourism (cf. Pechlaner & Tschurtschenthaler, 2003). Competitive destinations of the future therefore are in need of well-governed and locally legitimated and accepted tourism organizations, developing from operative administrations to strategically thinking enterprises. One approach to further develop and professionalize tourism organizations might be the concept of corporate governance. It offers organizations a set of instruments to govern, control and monitor themselves and enables the implementation of previously defined structures and standards (cf. Beritelli et al., 2007; Pechlaner & Raich, 2005). Possessing a strong self-organization tourism organizations are enabled to again take a leading part in future destination governance. During a broad literature review in governance theory a number of elements have been derived giving evidence about the degree of corporate governance in tourism organizations. These elements are the 1) functioning and efficient management of the organization, 2) controlling and benchmarking of its business performance, 3) the application of instruments of governance (e.g. strategic business plan, controlling, statutes...), 4) the application of a common code of values and 5) the knowledge of and the support of local networks of stakeholders. However, given the peculiarities of tourism organizations (e.g. low hierarchy, dependency on public administration and on their members, small scale...) these elements, usually being implemented in quoted enterprises, cannot be transferred without modification. The study in hand analyzes, whether and how these elements of corporate governance are applied in tourism organizations in the Alps and what characteristics these elements offer. A quantitative empiric survey in form of an online questionnaire being sent to the members of associations of tourism managers in South Tyrol (Italy), Switzerland and Austria (n=127) was conducted. The Interpretation of the results is not finished yet. It can be stated, that tourism organizations are aware of these corporate governance elements and even of their potential. However, the degree of their application so far is comparably poor.

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## **Patterns of application of destination management and governance: A comparative analysis of the main tourist regions in the Alps.**

Mariangela Franch, Umberto Martini  
University of Trento (Italy), Faculty of Economics,  
Dept. of Computer and Management Sciences, Research Group eTourism

**Keywords:** destination management and governance; community-type destinations; destination brand

### **Abstract**

The Alpine tourist regions represent a good research-field to analyse and compare the destination management and governance principles application. In fact, most of them share a common background in terms of tourist product, seasonality, natural and geographical constraints, climate threats. Alpine tourist regions are furthermore similar as regards both the model of economic development, and the nature of the relations among the economic and social players, defining the so-called community-type destination model. The presentation is focused on a comparative analysis of the different organizational and managerial solutions adopted by different regions of Italy, Austria, Switzerland and France. The main aspects of the comparison are connected with:

- the structure of tourist demand and supply;
- the propensity to collaborate of the economic actors;
- the tourist regional organization: role, financing, operations and strategies;
- the development of quality policies;
- the destination brand management.

The results of the research demonstrate the diffusion of tools, approaches and aims throughout the Alpine regions, and confirm the central role played by the public entities in the governance of the territorial products in a community-type context. The final part of the presentation will show more recent findings about the role of the local banks in financing and sustaining the action of the local actors in some tourist regions of the Dolomites.

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## **The regional public spending for tourism in Italy: An empirical analysis**

Roberto Cellini and Gianpiero Torrissi

University of Catania, Department of Economics, Catania, Italy.

University of Newcastle upon Tyne, CURDS - Center for Urban and Regional Development Studies, Newcastle, UK.

[cellini@unict.it](mailto:cellini@unict.it) ; [gianpiero.torrissi@ncl.ac.uk](mailto:gianpiero.torrissi@ncl.ac.uk)

**Keywords:** Tourism; Regions; Public Spending; Regional Public Account

### **Abstract**

We analyse the effects of public spending for tourism, in Italian regions. The evaluation is permitted by the availability of the databank under the project “Conti Pubblici Territoriali” (“Regional Public Account”) of the Ministry of Economic Development: the spending of all public subjects over the period 1996-2007 is aggregated according to the regions of destinations, and classified according to different criteria, including the sectoral criterion. We take a cross-section regression analysis approach. The effects of public spending for tourism on tourism attraction are investigated. Generally speaking, the effectiveness of public spending appears to be really weak. We find that the ties of the cumulative expenditure in capital account for tourism (interpreted as a measure of public capital for tourism accumulated at the regional level over the period time under consideration) is very weakly correlated with any specific infrastructure. Moreover, its links with the size and dynamics of tourists’ presence are very weak as well.

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## **Performance of hotel firms: the case of Milan**

Ruggero Sainaghi  
IULM University  
[ruggero.sainaghi@iulm.it](mailto:ruggero.sainaghi@iulm.it)

**Keywords:** urban destination, performance, hotel businesses, star rating, location, size.

### **Abstract**

The present paper investigates the link existing between the commercial mix, seasonality of destination and daily performances of hotel businesses. The choices made at city level form a commercial mix which, despite the differing emphases and specific features of single businesses, tends to mark the entire hotel industry, with limited differences according to quality levels and location.

The Milan case, in particular, shows the capacity of trade fair events and business components to increase average room rates and occupancy. On the other hand, there is a resulting slackening in holiday periods and non-working weeks (some 100 days per year), when a low level of the average room rate and occupancy is seen.

Empirical findings suggest the central role played by metamanagement strategy. For this reason the article proposes an approach to help destination managers to reduce the seasonalities on which to focus their lines of development. Moreover, the identification of the periods marked by high performances makes it possible to pinpoint some critical management aspects to guide development or re-launch actions.





## **Heritage and tourism: theoretical and empirical issues**

Tiziana Cuccia and Ilde Rizzo

Faculty of Economics, University of Catania

[cucciati@unict.it](mailto:cucciati@unict.it) , [rizzor@unict.it](mailto:rizzor@unict.it)

**Keywords:** Tourism, Culture, Heritage, Seasonality

### **Abstract**

It is a common opinion that culture and tourism are strictly complementary activities because of the positive externalities that culture sector generates on tourism. In this paper, we aim at evaluating this common opinion. Firstly, we explore the concept of cultural tourism and the different definitions provided in the literature. Secondly, we deal with the role that cultural tourism play in Italy and particularly in Sicily. We focus on the role of cultural tourism to lessen the seasonality of tourism flows, providing empirical evidence on some Sicilian cases. Finally, we analyse the related policy implications. From this point of view, it is worth exploring how different institutional arrangements are able to deal with the vertical and horizontal fragmentation of competencies and to offer solutions for the governance of the interaction of the different actors (public, private, no profit) in order to enhance the above mentioned positive externalities.

