

**Proceedings of the
7th International Conference on
Tourism Research
ICTR 2024
18-19 March 2024**

**Hosted By
The Centre for Tourism Research in
Africa
at the Cape Town Hotel School, Cape
Peninsula University of Technology
South Africa**

Edited by

**Prof Rishi Balkaran and
Dr Chris Hattingh**

About the 7th International Conference on Tourism Research, 2024

The International Conference on Tourism Research (ICTR) is an established academic conference that has been held annually for seven years, providing a significant platform for scholars, researchers, and professionals to share and discuss the latest developments, challenges, and innovations in the field of tourism. The conference is characterized by its broad interdisciplinary scope, aiming to advance the understanding of tourism as a dynamic and multifaceted phenomenon with economic, social, cultural, and environmental dimensions. The conference serves as a vital forum for advancing the understanding of tourism and its multifaceted impacts. Through its comprehensive coverage of topics and its commitment to fostering academic and professional dialogue, the conference contributes to the ongoing development of tourism research and practice, with an emphasis on sustainable and responsible tourism.

Aims and Scope

The primary aim of the ICTR is to foster academic and professional dialogue on the diverse aspects of tourism, promoting research that contributes to the sustainable development of the tourism industry worldwide. The conference seeks to bridge the gap between theory and practice by encouraging contributions that offer both theoretical insights and practical implications. It also aims to provide a collaborative environment where participants can engage in knowledge exchange, network with peers, and explore emerging trends and issues in tourism.

The scope of the conference is broad and inclusive, covering various areas of tourism research. It welcomes contributions from multiple disciplines, including economics, management, sociology, geography, cultural studies, environmental science, and technology, reflecting the complex and interdisciplinary nature of tourism studies. The Proceedings of the 7th International Conference on Tourism Research 2024 includes academic research papers, PhD research papers, Masters Research papers and work-in-progress papers, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a professional research audience, including graduates, postgraduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

Topics Covered

The call for papers for the ICTR conference asked for contributions that considered the following topics. In addition, the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.

Tourism Management and Marketing

- strategies and practices involved in managing and marketing tourism destinations and businesses
- destination branding
- digital marketing
- customer experience management
- the role of social media in shaping tourist behaviour.

Sustainable Tourism

- sustainable tourism practices
- mitigating the environmental impact of tourism
- ecotourism
- responsible tourism
- the management of natural and cultural resources
- the balance between tourism development and environmental conservation.

Tourism Economics

- the economic impacts of tourism at local, regional, and national levels
- tourism demand modelling
- the economic contribution of tourism to GDP
- the role of tourism in economic development

- the challenges of tourism taxation and pricing.

Cultural and Heritage Tourism

- culture and heritage in tourism
- leveraging historical and cultural assets for tourism development
- the preservation of cultural heritage sites
- the commodification of culture
- the impact of tourism on local communities and traditions.

Tourism and Technology

- the integration of technological innovations in the tourism industry
- the role of artificial intelligence, big data analytics, virtual and augmented reality in tourism
- the impact of the sharing economy on traditional tourism models.

Tourism Policy and Governance

- the role of government and international organisations in shaping tourism policy and regulation
- tourism planning
- public-private partnerships
- tourism governance structures
- the impact of global tourism policies on local practices.

Tourism and Globalization

- the effects of globalization on tourism
- the homogenization of tourism experiences
- the challenges and opportunities presented by international tourism
- the role of tourism in promoting global understanding and cultural exchange.

Tourism and Society

- the social and cultural implications of tourism development
- the role of tourism in shaping social identities
- the ways in which tourism influences local communities including overtourism and tourist induced gentrification
- the ethical dimensions of tourism

Tourism Education and Training:

- curriculum development
- the role of vocational training in tourism
- the challenges of meeting industry needs through educational programs

Crisis Management in Tourism:

- the vulnerability of the tourism industry to natural disasters, political instability, and pandemics
- strategies for crisis management and recovery
- risk assessment and resilience building
- the long-term impacts of crises on tourism destinations

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Sport and Event Tourism
- Sustainable Tourism and the Circular Economy
- Entrepreneurship and Tourism

Full details about the conference can be seen from the conference website:

<https://www.academic-conferences.org/conferences/ictr/>

ICTR Editorial

These proceedings represent the work of contributors to the 7th International Conference on Tourism Research (ICTR 2024), hosted by the Centre for Tourism Research in Africa at the Cape Town Hotel School, Cape Peninsula University of Technology, South Africa on 18-19 March 2024. The Conference Chair was Prof Rishi Balkaran and the Programme Chair was Dr Chris Hattingh, both from Cape Peninsula University of Technology (CPUT), South Africa.

ICTR is a well-established event on the academic research calendar and now in its 7th year the key aim remains the opportunity for participants from diverse backgrounds to share ideas on a wide range of topics pertaining to tourism research and meet the people who hold them. The scope of papers ensured an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. Today, more than ever, there is a need for research and scientific guidance as the tourism sector struggles to cope with the consequences of the Covid-19 pandemic, global inflation, socio-political turbulences, climate change and disaster risk.

The conference was opened with a keynote presentation by *Associate Professor Kamilla Swart*, Hamad Bin Khalifa University, Qatar on the topic of *The Future of the Olympic Games - When will it be Africa's turn?* Before the lunch break a second keynote presentation was given by *Associate Professor Kaitano Dube*, Vaal University of Technology, South Africa on the *Opportunities and Challenges of Artificial Intelligence (AI) in Tourism and Hospitality Research*. The second day of the conference opened with an address by *Professor Ike Ezeuduji*, University of Zululand, South Africa about *Bleisure Travel Reimagined: Implications for Research*. The final keynote address was given by *Professor Catheryn Khoo*, Torrens University, Australia on the topic of *Contested HIStory: Representation in HERitage Tourism*.

With an initial submission of 120 abstracts, after the double blind, peer review process there are 52 Academic research papers, 2 PhD research papers, 1 Master's Research papers and 1 work-in-progress papers published in these Conference Proceedings. These papers represent research from Bulgaria, Canada, Colombia, Cyprus, Finland, India, Indonesia, Italy, Nigeria, Oman, Peru, Philippines, Poland, Portugal, Qatar, South Africa, Sri Lanka, Tanzania, Türkiye, United States and Vietnam.

We would like to thank everyone who participated in this conference

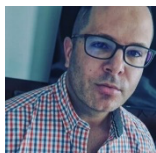
Prof Rishi Balkaran and Dr Chris Hattingh
Cape Peninsula University of Technology
South Africa
March 2024

Biographies of Chairs and Keynote Speakers

Conference and Programme Chairs

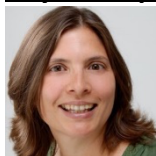


Prof Rishi Balkaran is the Deputy Vice Chancellor: Teaching & Learning at CPUT. He has been an academic for the past 25 years and has a particular flair and passion for the Hospitality & Tourism sectors as well as Policy Studies, Education and the Social Sciences. As an academic his experience extends to that of Lecturer, Senior Lecturer, Head of Department, Deputy Dean, Executive Dean and currently Deputy Vice Chancellor Teaching and Learning at CPUT.



Dr Chris Hattingh is a senior lecturer in the Department of Tourism and Events Management at the Cape Peninsula University of Technology (CPUT). He has been teaching in the leisure, tourism and events programmes at CPUT for 11 years. He is a dedicated researcher in the field of social sciences with a deep-rooted curiosity and a genuine desire to contribute to the understanding of human behaviour in marketing and uncovering the dynamics of LGBT tourism.

Keynote Speakers



Dr. Kamilla Swart is Associate Professor and Director of the Masters in Sport and Entertainment Management program, College of Science and Engineering, Hamad Bin Khalifa University, Qatar Foundation. Her research interests include sport and event tourism, with a specific focus on mega-events, impacts, sustainability, legacy and inclusion in sport. Kamilla serves as Senior Research Associate, School of Tourism and Hospitality, University of Johannesburg, South Africa. She is an Associate Editor for the Journal of Destination Marketing and Management and Frontiers in Sports and Active Living, and is on the editorial boards of a number of other international journals. Kamilla was the Co-Chair of the World Association of Sport Management Conference Qatar 2023. She has been appointed to the Scientific Committee (research pillar) of the UNESCO Chair on Governance & Social Responsibility in Sport.



Kaitano Dube is an Associate Professor for Tourism Geography at the Vaal University of Technology, South Africa. He serves as an Acting Faculty of Human Science Research and Innovation Professor. He is a visiting Professor at Emirates Aviation University in Dubai, UAE. He is an NRF rated researcher and an active author with nine edited and co-authored books. He has published over 35 Journal articles mostly in Q1 and 2, and over 50 book chapters. He serves on several journal editorial boards, including in Tourism Geographies, and is an Associate Editor for Cogent Social Sciences Tourism Section.



Ikechukwu O. Ezeuduji, South African National Research Foundation (NRF) rated researcher, is full Professor at the University of Zululand, South Africa. He obtained both his Master of Science (2005) and PhD (2008) from the BOKU-University of Natural Resources and Life Sciences, Vienna, Austria. He has widely published in broader areas of tourism development, strategic tourism management and tourism entrepreneurship and tourism marketing. He is a Member of the Economic and Management Sciences standing panel; The National Research Foundation (NRF), South Africa, for the 2019/2020 to 2022/2023 period. He is serving as Associate Editor and Guest Editor for national and international journals and has won numerous national and international research awards.



Professor Catheryn Khoo from Torrens University Australia, is a distinguished scholar in the field of Tourism and Hospitality and Editor-in-Chief of a leading journal, Tourism Management Perspectives (Q1-tiered, Impact factor 8.205, ranked A in the Australian Business Deans Council Journal List, SSCI-indexed). Professor Khoo's research includes

consultations for governments and tourism businesses. Notably, she led the authorship of the influential UNWTO Regional Report on Women in Tourism, and co-authored the 2019 UNWTO Global Report on Women in Tourism. Her impactful research appears in 100+ international publications.

Mini Track Chairs



Prof. Teresa Costa holds a PhD in Management and developed her post PhD in Entrepreneurship and Social Capital in Tourism at the University of São Paulo, Brazil. She is a coordinator professor in the Department of Economics and Management at the Business School at the Polytechnic Institute of Setúbal, Portugal. She is a researcher at CiTUR - Center for Applied Research in Tourism, member of the scientific board of CITUR-Estoril, editor-in-chief of EJTHR (European Journal of Tourism, Hospitality and Recreation) during 2018-2021. Her current research interests focus on entrepreneurship, innovation, social capital, networks, governance, and sustainability in tourism. Her research has been published in several international journals and book chapters and co-editions of handbooks and eBooks related to entrepreneurship, innovation, social capital, and networks.



Dr. Tracy Daniels holds a PhD in Tourism and Hospitality Management. Her research and teaching focusses on sport event tourism and sport mega events, with a particular focus on resilience building. She has over 15 years lecturing in the field of tourism and event management. Tracy is the Academic Head of Hospitality Management at the University of Johannesburg (UJ) School of Tourism and Hospitality (STH), South Africa.



Dr. Fernanda A. Ferreira is a full Professor at the School of Hospitality and Tourism of Polytechnic of Porto, Portugal. She is Director of the Department of Information Systems and Mathematics. She holds a M.Sc. (in 2002), and a PhD in Applied Mathematics from the University of Porto (in 2007). A researcher and coordinator of UNIAG (Applied Management Research Unit), her publications, more than 150, cover her main research interest areas Tourism Research, Hospitality Management, Industrial Organization, and Operational Research. (ORCID ID: orcid.org/0000-0002-1335-7821).



Mr Shamil Isaacs is the Manager: Technology Station: Clothing and Textiles (Technology Transfer for Clothing and Textiles Small Businesses). He has been part of a Department of Science and Technology initiative to support SMMEs in clothing, textile and related sectors throughout South Africa. He is an executive board member of various panels and has been a jury panellist at the SA Mercedes Benz Fashion Awards 2009. He has been part of various research projects and has attended the Study tour “Skills for Green Jobs” Germany, on the invitation of GIZ (German Technical Co-operation Agency) and the Steinbeis Foundation.



Prof. Brendon Knott is Associate Professor in Sport Management at the Cape Peninsula University of Technology, South Africa and Director of the Centre for Sport Business and Technology Research. His research focuses on sport tourism and events. He has published widely on place branding as a legacy from sporting mega-events, particularly the 2010 FIFA World Cup in South Africa. He serves as Regional Editor for Event Management and Associate Editor for Journal of Leisure Research.



Dr Christopher Moon is a multiple award-winning eco and social entrepreneur and Senior Lecturer in eco-entrepreneurship at Middlesex University, UK. He has a PhD from Imperial College London and is a fellow of the RSA, HEA and EEUK. He was formerly Head of Sustainability at two companies and teaches sustainable tourism, sustainable business and entrepreneurship and sustainability. He has over 100 publications

including in the International Journal of Hospitality Management 2018. Chris has taken tourism students to Mallorca on study tours regularly where Middlesex has an agreement with UIB, Palma. He is Visiting Professor at NUP, Cyprus.



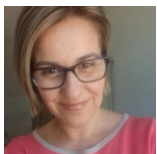
Dr Alcina Nunes, PhD in Economics, is a Professor in Business and Social Sciences at the Polytechnic Institute of Bragança, Portugal. She is responsible for the bachelor degree in International Business Management (European Degree) and is an integrated member of UNIAG. In the past was an integrated member of GEMF and researcher at the Office of Strategy and Studies of the Ministry of Economy (Portugal). She has collaborated with national and international higher education institutions throughout her academic activity, participated in research projects, and published scientific articles in conference proceedings, indexed scientific journals, and book chapters.



Dr Sweta Patnaik is a Senior Lecturer and Curriculum Officer in the Department of Clothing and Textile Technology, Cape Peninsula University of Technology, South Africa. Her research interests are technopreneurship, waste management, sustainability, and eLearning on which she publishes nationally and internationally. She is the recipient of Institutional Teaching Excellence Award 2022. She is the Editorial Advisory Board Member for the Journal of Applied Research in Higher Education. She came third in the International eLearning excellence awards at the ECEL 2022 and in the Teaching Innovation and Entrepreneurship excellence awards at ECIE 2023 conference respectively.



Dr Cândida Silva is Professor of Technologies and Information Systems, and President of Technical-Scientific Council at the School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal. She holds a PhD in Information Systems and Technologies from the School of Engineering of the University of Minho, Portugal with the thesis “Knowledge Model for crowdsourcing innovation brokers”. She is Principal researcher of CiTUR – Centre for Tourism Research, Development and Innovation, and Researcher collaborator in the group of Information Systems and Technologies for the Transformation of Organizations and Society (ISTTOS) of the Algoritmi Centre of the University of Minho.



Prof. Vera Teixeira Vale has a PhD in Management with specialization in Marketing and Strategy from the Faculty of Economics and Management of University of Porto, Portugal. She lectures undergraduatd and graduate courses on Management, Marketing, Marketing Research and Consumer Behaviour. Presently, she is researcher affiliated to GOVCOPP, and a invited researcher at CEOS.PP. Her research topics are: Consumer Behaviour, Consumer Psychology, Anti-Consumption, Anti-branding, Sustainable and Responsible consumption and Tourism. Her teaching interests are: Consumer Behaviour, Marketing Research and Marketing Management.

ICTR Review Committee

ICTR is fortunate to have a significant number of international experts in the field willing to review papers. Care is taken to ensure that a fully double-blind peer review process is followed and reviewers are not selected if they have any research or organisational connection to the author/s.

Dr Sara Abdoh, Faculty of Applied Arts, Egypt; Mira Ahtila, Jyväskylä Educational Consortium, Jyväskylä, Finland; Dr Mohammad Alazaizeh, Zayed University, UAE; Prof Paulo Almeida, Leiria Polytechnic, Portugal; Carmen Dolores Álvarez-Albelo, Institute of Social Sciences and Tourism, University of La Laguna, Spain; Dr Suzanne Amaro, Polytechnic Institute of Viseu, Portugal; Dr Maria Elena Aramendia-Muneta, Universidad Pública de Navarra, Spain; Prof Alina Badulescu, University of Oradea, Romania; Dr Hilary Kennedy Nji Bama, Cape Peninsula University of Technology, South Africa; Prof Neeta Baporikar, HP-GSB, Namibia University of Science and Technology, Namibia; Prof Dimitrios Belias, Department of Business Administration, University of Thessaly, Greece; Daniel Binder, FH JOANNEUM University of Applied Sciences, Graz, Austria; Prof José Luís Braga, Instituto de Estudos Superiores de Fafe, Portugal; Prof Zelia Breda, University of Aveiro, Portugal; Prof Acma Bulent, Anadolu University, Turkey; Dr Sancha Campanella, ISAL - Instituto Superior de Administração e Línguas, Portugal; Prof António Cardoso, University Fernando Pessoa, Portugal; Prof Luísa Cagica Carvalho, Polytechnic Institute of Setúbal, Portugal; Prof Conceição Castro, Polytechnic Institute of Porto, Portugal; Petr Cech, University College of Business in Prague, Czech Republic; Prof Mohinder Chand, Kurukshetra University, India; Prof Ricardo Correia, Bragança Polytechnic Institute, Portugal; Prof Smaranda Adina Cosma, Babes-Bolyai University, Romania; Prof Teresa Costa, Business School, Polithenic Institute of Setúbal, Portugal; Prof Vânia Costa, Polytechnic Institute of Cávado and Ave, Portugal; Dr Muriel Crick, Mona School of Business & Management, University of the West Indies, Jamaica; Prof Carlos Rompante Cunha, Polytechnic Institute of Bragança, Portugal; Turan Erman Erkan, Atilim University, Ankara, Turkey; Dr Luisa Errichiello, Italian National Research Council (CNR), Italy; Dr Rosse Esparza, USIL - Universidad San Ignacio de Loyola, Perú; Lyn Fawcett, Ulster Business School, UK; Prof Paula Odete Fernandes, Polytechnic Institute of Bragança & UNIAG, Portugal; Prof Gonçalo Fernandes, Polytechnic Institute of Guarda, Portugal; Dr Pedro Ferreira, University Portucalense, Portugal; Prof Fernanda A. Ferreira, School of Hospitality and Tourism of the Polytechnic Institute of Porto, Portugal; Prof Victor Figueira, Polytechnic Institute of Beja, Portugal; Assistant Professor Diogo Goes, Higher Institute of Administration and Languages (ISAL), Portugal; Dr Roberto Gómez-Calvet, Universidad Europea de Valencia, Spain; Prof Paulo Jorge Gonçalves, Polytechnic of Porto, ISCAP and CEOS Research Center, Portugal; Dr Aleksandra Grobelna, Gdynia Maritime Academy, Poland; Dr Christiaan Hattingh, Cape Peninsula University of Technology, South Africa; Prof. dr. Oliver Kesar, University of Zagreb, Faculty of Economics & Business, Department of Tourism, Croatia; Dr Mana Khoshkam, Islamic Azad University, West Tehran Branch, Iran; Prof Joanna Kizielewicz, Gdynia Maritime University, Poland; Prof Jesuk Ko, Universidad Mayor de San Andres (UMSA), Bolivia; Prof Mortaza kokabi, Shaheed Chamran Univ, Iran; Aleksandra Kowalska, Maria Curie-Skłodowska University in Lublin, Poland; Kelly La Venture, Bemidji State University, Minnisota, USA; Dr Ramona-Diana Leon, Universitat Politècnica de Valencia, Spain; Dr Małgorzata Leśniak-Johann, Chair of Tourism and Leisure, University of Business in Wrocław, Poland; Prof Eunice Lopes, Polytechnic Institute of Tomar, Portugal; Prof Sofia Lopes, Polytechnic Institute of Leiria, Portugal; Prof Maria José Magalhães, Saint Michael's College, USA; Prof Rekha Maitra, DAV Centenary College, India; Dr Arkadiusz Malkowski, West Pomeranian University of Technology in Szczecin, Poland; Prof Carlos Peixeira Marques, University of Tras-os-Montes and Alto Douro, Portugal; Jorge Marques, Universidade Portucalense (UPT), Portugal; Dr Jose Alberto Martinez-Gonzalez, Universidad de al Laguna, Spain; Dr Jones Mathew, Great Lakes Institute of Management, Gurgaon, India; Prof Fátima Matos da Silva, Universidade Portucalense (UPT), Portugal; Dr Andrei Maxim, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iasi, Romania; Ludmila Mládková, University of Economics Prague, Czech Republic; Dr Christopher Moon, Middlesex University, UK; Prof Luís Mota Figueira, Polythenic Institut of Tomar, Portugal; Prof Dr Pedro Mucharreira, ISCE - Instituto Superior

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