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Study: Tourism and the demonstration effect: Empirical evidence Turismo y efecto demostración: Evidencia empírica

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Conclusions:

Bearing in mind that the demonstration effect is still a concept that requires empirical testing, the main contribution of this study lies in gathering specialised empirical evidence on how tourists' demonstrated behaviours can have a(n) (in)direct effect on locals' behaviours. In this vein, by proving that emic ["The emic approach investigates how local people think"] can lead to deep

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and integral understandings of how people's lives change in tourism destinations, these findings suggest that well-accepted notions of the demonstration effect should be revised.

On the one hand, this study indicates that while tourists' hedonic and consumption behaviours are largely visible (demonstrated) to local people, consumption patterns are not the only behaviours that can be emulated by locals. Actually, it seems that other social conducts, habits, ways of thinking and attitudes are perhaps more commonly adopted or learnt by local residents. Rather than economic in nature, sociocultural dimensions seem to be more present in the demonstration effect. On the other hand, this study also demonstrates that tourist behaviours are not copied blindly by locals. While there seems to be a common assumption that local people, especially those in developing countries (Reisinger, 2009), will automatically adopt the demonstrated tourist behaviours, the evidence provided here warns that rather than imitating, local people are capable of observing, analysing and selecting or rejecting specific behavioural patterns that may represent a real or potential benefit for them. Thus, rather than passive actors in tourism's effects on social change processes, local people are thinking actors that actively select the changes they want to incorporate into their lives.

Furthermore, this study reconstructs the idea that the demonstration effect necessarily ends in the adoption of tourist conduct. If the demonstration effect is understood as a process rather than necessarily a behavioural state, it encompasses individual desire or only intentions to adopt such behaviours. Whilst some local people may be willing to be like tourists in certain ways, local conditions such as educational levels, socioeconomic and cultural structures, social constraints, and personal beliefs and attitudes, to mention just a few, may deter locals from adopting new behaviours. The demonstration effect thus may not always necessarily "materialise".

Additionally, one more contribution of this study is the finding that, in local people's mind, tourism is not always a factor in behavioural change, or at least not the only one. Some local people are clearly aware that in tourism destinations other forces, commonly extrinsic, may lead them to either collective or individual sociocultural change. This may become an opportunity for improvement or a challenge to face for tourism decision makers, the tourism industry and other organisations since the perceived impacts of tourism may shape local people's predispositions to the phenomenon (Pearce et al., 1996). Examining the perceptions and attitudes of destination societies is helpful in identifying specific segments of support for or rejection of tourism; this becomes a relevant issue for destination planning and management purposes (Harrill, 2004: 256).

While this study offers evidence of the demonstration effect on local people, one specific aspect still needs special scholarly attention. The effects that the demonstrated behaviours of locals have on tourists have been largely ignored in tourism studies. Such effects can be examined from both tourists' and locals' perceptions. In this study, an example of the latter was provided by a political activist who claimed, "while we do learn from tourists, they also learn from us. They come and leave their money with us, but we teach them to value nature; we teach them to take care of the attractions that they come to visit, for example our beaches; we teach them to keep them clean". Both tourists and locals have much to say about how they perceive tourism has transformed their everyday lives socioculturally.

**Study: Influential factors in the competitiveness of mature tourism destinations --
Conclusions**

**Os fatores que influenciam a competitividade dos destinos turísticos maduros
Margarida Custódio Santos**

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Conclusions:

Increased global competition means some established tourism destinations face major challenges in maintaining their competitiveness, leading a high number of researchers to look for the best way to conceptualise and measure the competitiveness of tourism destinations. In this context, one of the goals of our paper is to prove that, according to the stage in the life cycle of a destination, there are specific factors able to influence the competitiveness of the destination. Since the focus of our work is tourism destinations in the maturity phase, we tried, at first, to establish the characteristics of these destinations in order to evaluate which characteristics would have, in the present and future, the ability to influence the competitiveness of these destinations.

We find that the specific factors identified should join the factors commonly used to measure the attractiveness of tourist destinations, including the existence of infrastructures; natural, cultural and social attractions; and, more recently, safety.

Measured through a quantitative methodology, the results allow us to conclude that, among the factors considered relevant for the competitiveness of tourism destinations in the maturity stage, the lack of environmental problems comes in fourth place, after factors already known as crucial, such as climate, safety and the friendliness and hospitality of the resident population. At the same time, we note that the fact that the destination is not overbuilt and has kept its authenticity is considered more relevant than having cultural resources. Any of these three items (does not present environmental problems, has not been overbuilt and has kept authenticity) comes ahead of factors normally considered crucial in the competitiveness of tourism destinations, such as price. The fact that a destination does not present environmental problems is considered more important than the existence of quality accommodations in that destination.

The use of a qualitative methodology changed the importance given to certain items. However, we note that, among the words or phrases listed spontaneously and more often, appears excessive construction, mentioned by around 63.5% of respondents. Only natural attractions (65.8%) and climate (64.8%) were mentioned by a higher number of respondents.

The factor analysis conducted regarding the importance of each factor allowed us to detect that the latent variable with the greatest explanatory power, i.e., responsible for explaining 22.5% of the variance, includes four items that we call “impacts of tourism development in the region” and that are exactly the specific factors identified as likely to adversely affect the competitiveness of tourism destinations in the maturity stage.

The use of a qualitative methodology allowed the detection of two items that were not included in quantitative methodology but that, for a considerable number of respondents, have a significant relevance. The scale did not include any item relating to the cleanliness of the destination. However, it was found that 40.5% of respondents said, spontaneously, that the presence of dirt and litter makes a tourist destination unattractive. The location of the destination

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was not integrated in the scale; however, noting the fact that 10.7% of respondents referred explicitly to the convenient location of the destination, i.e., being not too far from home and having good air connections makes the destination more attractive – we find it appropriate that, in future research processes, these two items be considered.

There are certain items that, regardless of the method chosen, are always considered very relevant, such as the climate or the existence of attractions. However, the same is not true with regard to security, because using quantitative methodology, this has been considered the second most important factor, but through our qualitative methodology, the words that refer to the importance of safety are only mentioned in eighteenth place, i.e., only 11.2% of respondents spontaneously referred to safety as a competitiveness factor. Similarly to scientific evidence found in other research areas and also in studies about the competitiveness of tourism destinations, it was found that the way the questions are formulated can very significantly influence the results. In this sense, we can conclude that a triangulation of methodologies offers the most guarantees to more completely access the factors that influence the competitiveness of tourism destinations.