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האוניברסיטה העברית בירושלים
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Workshop for invited participants on:

Challenges for European City Tourism

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The European Forum at the Hebrew University
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Abstracts

May 2, 2018 (Wednesday), Maiersdorf Faculty Club, room 405

09:00-10:00 Technologies and the Future of Urban Tourism

Lis Tussyadiah (University of Surrey, United Kingdom)

The Roles of Artificial Intelligence in the Future of Urban Tourism

The pace of development and adoption of artificial intelligence (AI) is accelerating. AI is increasingly integrated into tourism, an economic sector that plays an important role in the European economy with overall positive impact on economic growth and employment. While the public perception of AI has grown more optimistic in recent years, some specific concerns persist: loss of control of AI, ethical concerns for AI, and the negative impacts of AI on work. For tourism and hospitality businesses, an investment in robot labor is often less expensive than paying humans, thus conducive to operational efficiency. However, this efficiency comes with (potentially massive) job losses, be it due to the direct replacement of workers or to their inability to adapt to role changes. This impact will be substantial on the economy in general (e.g., unemployment) and, thus, on other sectors such as tourism education. Hence, the impacts of AI on employees are only one aspect of how AI will transform tourism. This research therefore aims to construct a new overarching theoretical framework explaining the transformation in tourism and hospitality service system due to the integration of AI, with a particular focus on urban destinations. The objectives are to generate significant new knowledge on the roles of AI in the augmentation or replacement of interactions between travelers, employees, and organizations and to develop a new transdisciplinary framework of AI-enhanced tourism and hospitality services. These will

be achieved through systematic reviews of literature and meta-analyses as well as a series of empirical research involving managers, consumers (travelers), employees, and regulators (such as the city government) in the tourism industry. This research will validate the roles of AI in strategic management, transformation in tourism experience, and transformation in the tourism/hospitality workplace. It will also test the factors influencing the successful applications of AI for sustainable tourism and hospitality operations, especially in cities.

Amit Birenboim (Tel Aviv University, Israel)

Supporting Tourist Sustainable Transportation in Cities through Research in Immersive Virtual Environments

The ecological and social impacts of tourism had become a central subject of investigation in the tourism literature in the last few decades. The extensive usage of transportation that take place during tourism and leisure activities is one such element that can have a notable impact on the urban and regional environment. In this study, the environmental preferences of leisure cyclists were examined using a conjoint experiment within an immersive virtual environment. This method allows extracting the most prominent environmental factors that affect the decision to use low-carbon cycling transportation. The advantage of utilizing immersive virtual environments is that they allow creating more realistic lab experiments, which in turn generate an embodied experience. Therefore, these experiments are expected to enjoy higher ecological validity. The utilization of virtual reality techniques became more accessible in the last two years thanks to recent technological developments in the field of head-mounted virtual reality devices. Such methods may lead to practical knowledge that can be of use for planners and policy makers who wish to mitigate environmental pressure in cities. The lecture will focus on the potential of the technology to study the environmental and social impacts of tourists on local urban destinations. Furthermore, it will discuss the methodological and practical lessons that we could be learnt from the case of leisure cycling on the decision of tourists to cycle and will present new opportunities for using similar methods to further study the impact of tourism on urban destinations.

10:00-10:30 Coffee break

10:30-12:30 **Communities and Urban Tourism**

Oksana Tokarchuk, Oswin Maurer (Free University of Bolzano, Italy) and **Roberto Gabriele** (University of Trento, Italy)

Tourists Go Home or Are We Waiting to See You Again?: The Impact of Tourism Growth on Wellbeing of Berliners

Many cities consider development of tourism as opportunity to sustain employment and economic growth of the area. However, increasing tourists' flows affect local economies and lives of local residents in a number of ways, not excluding negative effects. Careful consideration of benefits and pitfalls of the development of city tourism is necessary in order to sustain balanced urban development. In the present paper we evaluate experience of tourism development in the city of Berlin. Starting from 2000, the city of Berlin has more than doubled the presence of tourists. Not all population in Berlin met this sudden growth with enthusiasm, blaming tourism for a negative influence on their lives. Previous analysis of the

impact of tourism growth in Germany and in German Magic cities, however, found positive effects of tourism development on the wellbeing of residents (Tokarchuk, Gabriele and Maurer, 2016, 2017).

In the present study we analyse the effect of tourism on the wellbeing of people living in Berlin. To address this issue, we study the effect of tourists' arrivals to Berlin on the satisfaction with life of urban residents. Our investigation is based on the data from German socio-economic panel database (SOEP). SOEP collects data from interviews conducted with a representative panel of German residents each year, asking respondents to indicate their satisfaction with life in the respective current year, together with collecting a whole range of socio-economic characteristics. The empirical analysis in the present work is based on responses from 8,439 individuals between 2000 and 2012.

This data is enriched with time series of tourists' arrivals collected for each one of the 12 city districts of Berlin, for each year under investigation. Hence, the analysis is conducted at the district level of the city, allowing for detailed insights on the effects of tourism in the city.

Our study follows the theoretical framework developed in Tokarchuk, Gabriele and Maurer (2017), according to which satisfaction with life stems from 8 life domains: material wellbeing, work, health, relationships with family and friends, emotional wellbeing, quality of environment, personal safety, and community life. In this framework, tourists' presence affects satisfaction with life through community life domain.

We find that tourism development in Berlin, measured as tourists' nights per resident, has a non-linear effect on individual satisfaction with life for employed city residents. Considering the whole time period under analysis, this relationship is negative for all districts of the city, except for the two districts that historically accommodate the highest number of tourists, the districts "Mitte" and "Charlottenburg". However, analysing time periods in more detail, it turns out that satisfaction with life of employed individuals is negatively affected by tourism only until 2009, while starting from 2010 onwards tourism intensity has a positive linear effect on satisfaction with life of Berliners.

The effect of tourism on satisfaction with life of unemployed individuals is non-significant.

We extend our analysis by investigating how the duration of residence and of homeownership is affecting this relationship. Their effect is not homogeneous. In the period between 2001 and 2009 the observed negative effect of tourism is mainly driven by employed individuals who reside in their home for more than 10 years and who do not own their dwelling. In the contrary, unemployed individuals present positive effects of tourism on their satisfaction with life, if they are recently moved to the respective area (less than 10 years), or if they are residents of more than 40 years.

In the period after 2009 the positive effect of tourism on satisfaction with life of employed individuals is mainly driven by residents who have recently moved to the district (less than 10 years) and who are non-homeowners. Unemployed individuals in same categories of the sample are negatively affected by tourists' intensity in their district.

We discuss theoretical and policy implications of these findings for the development of urban tourism.

Alon Gelbman (Kinneret College, Israel)

Challenges of Community Based Tourism in the Multicultural City: Abraham Hostel Case Study in Jerusalem

The development of community based tourism that takes the local community into consideration and becomes integrated with them has become a complex and hard challenge with the intensive development and growth of urban tourism. City tourism development must be sensitive to potentially

wide ranges of local community interests in order to prevent the industry from failing. The main aim of this study is to examine how to integrate and encourage visitors to take part in community based tourism during their visit to a city. This is a case study of the Abraham Hostels in Jerusalem. Jerusalem is the capital city of Israel and internationally recognized as a unique multicultural heritage and holy city. The Jerusalem branch of the Abraham Hostels chain is located in the heart of the city. It provides visitors with an authentic community based experience reflecting the city's diversity of faiths and cultures. The study methodology includes qualitative research methods and mixed forms of data collection: participant observation, document review, and in-depth interviews. The findings present an innovative new perception of the implementation of community based tourism in urban hospitality, and its connection to implementing a social tourist experience.

Yoel Mansfeld and Aliza Jonas (University of Haifa, Israel)

A Practical Approach to “Bottom-Up” Community Tourism Development: The Case of Ein Hayam Neighborhood in Haifa, Israel

“Community tourism” or “Community centered tourism” is a tourism development approach that puts the host community, its needs, its constraints, its interests, and its limits for acceptable change in the center and allows its members an overwhelming participation in tourism planning, development and management (Simpson, 2008). As part of the University of Haifa’s flagship project for solidarity and fight against poverty and social exclusion, the University’s Center for Tourism Research became involved in supporting a “community Tourism” in Haifa’s *Ein Hayam* neighborhood. The idea and the initiation of the project began by a small group of community activists who decided that developing tourism on a neighborhood scale will substantially improve their quality of life and standard of living. However, other than preaching for community tourism they did not have a clue on what professional steps should have been taken to accomplish their dream.

The Center for Tourism Research’s intervention in support of this tourism development process focused on a preliminary study. Its aim was to unveil the feasibility of such community initiative and defining the community’s limits for acceptable change should tourism in the neighborhood will be developed. A combined *Value Stretch Model* and *Nominal Group Technique* implemented with authentic representatives of this mixed (Arab and Jewish) neighborhood revealed the following:

- There is a vast consensus among all social groups on the potential contribution of tourism to reducing unemployment, enhancing entrepreneurship and improving the neighborhood’s image.
- There was a wide agreement that tourism will enhance co-creation and foster the co-existence in this mixed neighborhood.
- Tourism may bridge over social and political gaps characterizing this community.
- Significant number of local entrepreneurs are already involved in early stages of their new small tourism businesses

Based on these insights, the study framed the conditions under which the development process will yield the expected successful results:

- A multidimensional municipal support is a prerequisite to the success of the project. This support should include upgrading of neighborhood infrastructure, establishing business incubation facilities and provide marketing guidance and support.
- The development process should lean on principles of “relative” and attainable sustainability and not on “top-down” sustainability measures.

Based on these principles and a carefully designed plan, Ein Hayam is making its first successful steps toward community tourism.

Simpson, M. C. (2008). Community benefit tourism initiatives—A conceptual oxymoron? *Tourism Management, 29*(1), 1-18.

Janika Raun and Rein Ahas (University of Tartu, Estonia)

The Role of a Major Gateway in National Tourism

One of today's problems in international tourism is that relatively small number of the most popular destinations attract the biggest number of tourists. It means that majority of tourism activities are accumulated into small geographical areas, with lots of opportunities. However, it causes several problems, such as overcrowding, increasing living costs, and lack of public services. Similar pattern could also be seen in a narrower, national, scale, where capital cities or cultural centres attract the most visitors and rest of the country is left with remarkably smaller number of visitors. However, from the sustainable destination management side, it is important that great destination hubs have also a large number of smaller peripheral destinations. One way to grasp the problem and analyse it, is to use the actual movement data of visitors within a destination country.

To date, relatively few studies have used tourist movement tracking data on large geographic scales (e.g. entire country). In this study, we have used the roaming data from passive mobile positioning for entire country, Estonia, during one year, 2016. We analysed the spatio-temporal variability of foreign visits to Estonia. More specifically, we focused on the importance and effects of a main gateway and capital city – Tallinn. Our results confirm the major role of a capital city in national tourism as more than 70% of total inbound visits made to Estonia included visiting Tallinn. Therefore, this kind of a detailed knowledge about visitation patterns of tourists in time and space is crucially important in national tourism development and planning to enhance the spatial dispersal of tourists and magnify the spillover effect.

12:30-14:00 Lunch

14:00-14:00 Greetings

14:30-16:30 **Collaborative Tourism Economic Models and the Impact on Cities**

Szilvia Gyimóthy (University of Aalborg, Denmark)

The Positionality of Localhoods: Gentrification in the Wake of the Collaborative Economy

The objective of this paper is to develop an explanatory framework to understand the dynamic relationships between tourism mobilities, urban gentrification and the collaborative (peer) economy. The rapid growth of peer accommodation rental in European cities is reshaping the spatial patterns of urban tourism, resulting in a wider dispersion of visitors and the emergence of new nodes (Dredge et al. 2016). Although the highest densities of peer accommodation rental are located in the city centres and around major attractions (Arias Sans & Quagliari Domínguez, 2016; Gutiérrez et al. 2017), there is also some indication of Airbnb's "beaten track" extending to residential areas. New tourism nodes are clustered around "localhoods" and reframe tourism consumption around mundane activities, leading to the commodification of everyday life (Richards, 2017). While there is considerable discussion on the controversial *effects* of Airbnbization on local communities, its *drivers* and asymmetric dynamics are little understood; i.e. why are some 'localhoods' more popular on the peer rental market than others?

Based on district-level studies, this paper explores how peer accommodation rental has transformed the positionality (competitive situatedness) of 11 neighbourhoods of Copenhagen on tourism markets, with due attention to diverse forms and scales of mobilities. First, functional and location-bound explanations of attractivity (walkability and public transport access to tourism consumption spaces) will be considered. Second, relational aspects will be studied to qualify the role of the cosmopolitan class (expatriates hosts, multilocal residents, and immigrant entrepreneurs) in shaping neighbourhoods towards touristification. By understanding the drivers of asymmetric positionality of urban neighbourhoods, the study can inform differentiated, micro-scale governance of peer accommodation rental.

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Aliza Fleischer and Eyal Ert (The Hebrew University of Jerusalem, Israel)

Spatial vs. Virtual Attributes in the Sharing Economy – The Case of Airbnb

Online peer-to-peer marketplaces, also known as the sharing economy, are growing at a rapid rate. These marketplaces comprise individuals (consumers) who transact directly with other individuals (sellers) while the online platform itself is maintained by a third party. Examples of such leading platforms are Uber providing taxi services and Airbnb providing hospitality services. Unlike virtual markets such as eBay wherein they sell products, many of the sharing economy markets offer services. Thus although they involve online trading they are typically followed by face-to-face interactions upon service provision. Therefore, they involve a complex set of attributes that consumers face in the purchasing process. In the case of Airbnb, for the market we chose to study a consumer has to consider the following types of attributes: the attributes of the property (e.g., number of rooms, price), spatial attributes (e.g., neighborhood, proximity to points of interests), attributes of the host (e.g., trustworthiness). The information on the different attributes appears on the Airbnb website; some are straight forward, like price and neighborhood, and some are inferred from images (like the photo of the host) or text (self-disclosure-text of the host). A consumer in Airbnb faces a richer set of attributes while making a choice than a consumer in an online hotel market (e.g., Booking.com). As far as we know, there is no full market analysis in the literature of the sharing economy markets that take into consideration such an intricate unique set of attributes.

We aim to provide such an analysis of the Airbnb market in Stockholm. We apply an aggregate nested logit equilibrium model with product differentiation. The nested structure is defined by the different neighborhoods. We modeled the Airbnb listing choice made by a single guest, continue with the

population distribution and the listing's market shares and conclude with the listing's equilibrium-pricing behavior. An empirical specification is derived from the theoretical model and is applied to Airbnb data gathered from information publicly available on the Airbnb website.

Our results indicate that the host's virtual attributes play an important role in this market as much as the property and spatial attributes. The seller's trustworthiness is as important as the location of the property.

Yael Ram (Ashkelon Academic College, Israel), **C. Michael Hall** (University of Canterbury, New Zealand) and **Anat Tchetchik** (Bar Ilan University, Israel)

Supplementary, Complimentary or Competitive? Interrelationships between Hotels, Airbnb and Housing in Tel Aviv, Israel

One of the major debates regarding the implications of Airbnb has been the extent to which Airbnb and other sharing economy initiatives for tourists serve to reduce accessible housing availability and also compete with the formal accommodation and lodging sector. Various municipal regulations had been adopted in cities in Europe and the US to minimize the negative impacts of Airbnb, both on formal tourism sector (hotels) and the housing market.

Airbnb in Israel is not regulated by municipal bylaws. One of the reasons for this situation, among other reasons, is the shortage of hotel rooms. However, at the same time, Israel is facing a shortage of available and accessible housing. Consequently, the growth in the number of Airbnb properties, may contribute to tourism but at the same time negatively affect the housing market.

Analysis of a time series (October 2014 to January 2017) of housing, accommodation and Airbnb data of Tel Aviv municipality, revealed that the patterns of interaction between Airbnb and the formal sector of tourism are more complimentary and supplementary than competitive. However, the impacts of Airbnb on the housing market is complicated and depends on the size of the property (number of rooms), where small apartments were found to be more vulnerable to Airbnb impacts.

The findings of this study show that so-called sharing economy tourism initiatives, such as Airbnb, influence the linkages between tourism and housing. Regulations and bylaws should address the multi-faceted nature of the interactions between tourism and housing and refer to the contribution of Airbnb to the formal sector of tourism. The study also reinforces calls for the interrelationships between tourism related investment, including second homes, and housing policy to receive greater attention. These considerations are especially important in light of the calls regarding the negative impacts of "overtourism" and the "touristification" of neighborhood and cities as well as concerns for affordable rental properties and housing.

Yang Yang (Temple University, USA), **Zhenxing (Eddie) Mao** (California State Polytechnic University, USA) and **Jingying Tang** (IBM, USA)

Location Advantage of Lodging Property: A Comparison between Hotels and Airbnb Units in an Urban Environment

Property location has been long advocated as a vital factor shaping customer demand and business performance. This study aims to investigate various types of locational factors that contribute to the lodging property performance. Using annual revenue data of individual urban hotels and Airbnb units in Houston, Texas from 2014 to 2016, we apply the Hausman-Taylor panel data model to estimate the effects of different location factors after controlling other factors. The results confirm the importance of

four types of factors manifesting location advantage, and they are: accessibility to points of interest (access to attractions and airports), transport convenience (public transit convenience), surrounding environment (green space and local restaurant revenue), and market competition (number of other lodging properties). In particular, the results highlight the significant competition effect between urban hotels and Airbnb units, and specifically between low-end hotels and entire house Airbnb units. By comparing the results between urban hotels and Airbnb units, we find that the overall effect of location advantage is more substantial for urban hotels compared to Airbnb units. Furthermore, we examine the location advantage for different hotel classes (low-end, mid-scale, and high-end) and different Airbnb types (entire house, entire room, and shared room) by estimating the model using different sub-samples. Lastly, we develop a Web-GIS platform to predict and simulate the location advantage for lodging properties, and provide implications to hotel investors, short-term rental hosts and urban planners.

16:30-17:00 Coffee break

17:00-19:00 **Walkability and Transportation**

Yechezkel Israeli (Kinneret College, Israel)

Tourist and Transportation Approach for Visitor Flow Management in Urban Destinations

The increasing fragmentation of holiday travel during the last decades, was leading to the development of short breaks and the growing popularity of urban tourism. Cities are by far the favourite destinations of urban tourists. The consequence is a rapid growth of urban tourism, mainly in historic cities, resulting in increasing infrastructure related problems. Consequently, such destinations were affected by significant problems of accessibility, for both locals and tourists. The tourism generally intensifies the mobility and traffic problems already affecting the destination, as locals and tourists which are characterized by different needs and behaviour, share the same transport network and infrastructures and often use the same means of transport. As a result, severe environmental and social impacts are created by the increased traffic congestion, safety problems, air and noise pollution and destruction of landscapes.

The need to improve the transportation systems is in the interest of both local residents and tourists. Managing tourism and visitor mobility is the key issue for urban destinations in order to achieve a sustainable development. As tourism and transport are considered to be two different disciplines with different approaches, data and tools, most existing studies were performed on each discipline separately. No doubt that in constrained urban destinations tourism and transport are linked together and have to be considered in a combined approach of management. Thus, based on a vast number of analysed case studies from cities in Europe and other countries, this paper outlines strategies and actions to be employed for managing visitor flows in urban destinations by using a combined approach of transportation and tourist site management. The suggested strategies cover different perspectives while each strategy comprises several actions that can be fully or partly adopted. The appropriate selection process for solutions is according to a set of criteria and multi-attribute analysis.

Salvador Anton Clavé (Rovira i Virgili University, Spain)

Issues on Urban Walkability and Tourism

Urban walkability can be broadly defined as the extent to which a built environment enables walking. Walkable places can be characterized as high-density urban areas with a mix of diverse real estate

types that are connected to surrounding places via multiple transportation options. Walkability relates to city mobility and transportation, to the planning and management of the built environment and public and open spaces, to the development of creative and innovative clusters, to visitor access to accommodation facilities, resources and attractions and to the relationship between tourists and permanent residents. More precisely, walkability represents a major theme with respect to the visitor use of urban space, especially in successful destinations around the world that are currently confronting deep challenges due to their very attractiveness. Nevertheless, the current understanding of the tourism-related challenges that cities face regarding walkability is limited and incomplete. Based upon a research where the aim was to define Walking Urban Places (WalkUPs) in the Washington DC metropolitan area, this presentation introduces the different types of WalkUPs identified in the city according to both hotel location trends as well as to the distribution of cultural, entertainment and leisure visitor oriented resources and, measuring and ranking them based on criteria related to economic and social equity performance, reflects about the social and economic role of tourism related urban walkable areas as an important constituent of the actual urban environment in cities. Last but not least, the presentation highlights the need to adopt an approach that interconnects urban tourism with the wider domain of urban planning, management and governance.

Stefano De Cantis (University of Palermo, Italy), **Mauro Ferrante** (University of Palermo, Italy) and **Noam Shoval** (The Hebrew University of Jerusalem, Israel)

Walking Tourism in Urban Destinations: Measurement Opportunities, Challenges and Case Studies

Walking tourism is considered one of the ways to experience communities and cities, and one of the most sustainable modes of movement in urban destinations because it represents an environmentally friendly solution. Thus, many destination managers would encourage walking in order to solve urban problems, like traffic congestion and air pollution, and to avoid conflicts with local residents. Walking tourism is a direct way to explore most of cultural attractions and immaterial heritage; it is a good occasion to come into contact with residents' lives and local behaviors. Moreover, planning pedestrian streets and designing specific walking routes for tourists can constitute opportune strategies to facilitate fruition of urban context by tourists.

An improved knowledge of time-space behavior of walking tourists can be useful in order to forecast positive and negative impacts, to prevent overcrowding and in more general terms, to manage positively the tourism experience, the quality of tourists' stay and to enhance the host/guest relationship. Nonetheless, space-time mobility of walking tourists at destination is a rather poorly investigated phenomenon; however, the increasing availability of GPS-based technologies to collect and analyze information regarding movements of people is a relevant opportunity for researchers to assess the impact of tourism in urban destinations.

In this paper, different methods of collecting and analyzing spatiotemporal data on tourist behavior in urban destinations are reviewed; pros and cons of each method is discussed, with reference to both methodological and practical aspects. The experience gained in conducting field experiments in several urban contexts (Palermo, Italy; Dubrovnik, Croatia; Malaga, Spain), by considering different research aims and segments (cruise passengers, tourists, attendees to a cultural event), is reported as case study.

Scott Cohen (University of Surrey, United Kingdom) and **Debbie Hopkins** (University of Oxford, United Kingdom)

Autonomous Vehicles and the Future of European Urban Tourism

Autonomous vehicles (AVs) are being framed as important socio-technical innovations for urban environments. AVs are anticipated to dramatically change transportation systems, as they have the potential to reduce crashes, save fuel, relieve traffic congestion, widen access to mobility and shift cars from owned products to a shared service (Fagnant & Kockelman 2015). Though AVs may improve urban life for some, they may also lead to greater distances travelled, worsen urban sprawl (Lu et al. 2017), and further entrench the system of automobility (Schwanen 2016). AVs in cities will impact upon personal travel behaviour in many ways, one of which is to allow for real-time rentals, or ‘on-demand taxis’ (Fagnant & Kockelman 2015). Despite the considerable implications this could have for urban tourism, there has been little consideration of the intersection of tourism and vehicle automation, with the exception of Tussyadiah et al.’s (2017) study of public willingness to use autonomous taxis, which found a greater intention to use them for tourism purposes, compared to at home. Shared AVs are furthermore more likely to be taken up by young individuals and travellers with multi-modal travel patterns (Krueger et al. 2016), a finding which shows that the adoption of these technologies will differ across sub-groups. Nevertheless, a growing body of work critiques the dominant framing of AVs as a *disruptive* innovation that will bring market value by changing the system, and asks questions of the politics and socio-cultural dimensions of these technologies and their various entanglements (e.g. Hopkins & Schwanen 2018; Schwanen 2016). This multidisciplinary discussion paper, which is positioned at the nexus of tourism, transport and urban studies, brings these arguments to bear on European urban tourism, by considering a variety of ways that AVs may impact on how urban tourism is consumed in the future, and the socio-cultural, political and economic complexities associated with these changes.

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19:00

Dinner reception

08:30-10:30 Heritage Tourism in Cities

Ivana Pavlić, Barbara Puh and Ana Portolan (University of Dubrovnik, Croatia)

The Perception of Travelers and the World Heritage Site Image

The paper investigates determinants of world heritage site image among different types of travelers using the case of the Old Town of Dubrovnik. For globally renowned historical and cultural heritage sites such as Old Town of Dubrovnik, understanding of travelers' perception of the image from different point of view is a deciding factor in the creation of tourism policies, but also an important factor in the travelers' decision-making process. The research identifies the main characteristics of different types of travelers (tourists, excursionists and cruise ship visitors) and classifies the attributes that form the perceived image of world heritage site of different type of travelers. Empirical research was based on a questionnaire survey on a sampling of 1119 randomly-chosen tourists visiting the Old Town of Dubrovnik. The obtained results are used as a basis for a model that investigates the influence of the different type of travelers (information-communication, sociodemographic and motivation) on mediating ones (a cognitive and affective evaluation), and finally on the dependent variable of the overall image of the world heritage site (Old Town of Dubrovnik). This paper will on the one hand emphasize certain problems that affect the formation of an image of the world heritage site, and on the other, the formation of a model will be proposed that can serve as a good base and instrument for the selection of adequate tourism policies for destination management, which is a necessity for the development of the overall destination.

Chaim Noy (Ashkelon Academic College, Israel)

Smart Museums for Smart Cities?: Audiences and Discourses of Contemporary Urban Museum-Capes

This conceptual paper advances the notion that we can learn about new technologies in (new) cities, and the related emerging urban organization of gazes and mobilities, by looking at and into (new) museums, designs and spaces. Theoretically, the paper rests on and promotes an interdisciplinary inquiry, which brings together Tourism Studies with proximate disciplines and current discussions in Museum (Visitor) Studies and Media and Communication Studies. Specifically, the paper draws on a few of the current trends and topics within the study of museum-visitor interaction, to look at how these can critically inform our view of the current European city. These include primarily the notions of audiences/audiencing, participation and interactivity, and display and performance (from older to newer and virtual technologies). I propose to look at cityscapes wherein museums are located from within the semiotic spaces enclosed (Kockelman, 2007) by these museums, and by the technologies that they employ (inside-out/a projection), and vice versa: to look at the inside/inner spaces of museums as informed by their surrounding cityscapes. The underlining points the paper builds on are these : i. museums have been and will remain urban touristic destinations and attractions; focal points along urban tourism itineraries and mobilities, ii. a deconstruction of the dichotomous view relating to the embeddedness and relationship of museums and their surround, iii. museums contribute to the shaping of past, current, and future cityscapes, iv. museums as harboring local/emplaced collective memories.

The paper concludes with a critical appreciation of “new” museums and “new” technologies, reminding us that these were initially seen in highly positive terms: “liberating,” “emancipating,” “empowering,” and even “messianistic” (Carpentier, 2011, p. 517), but have since come under critique and are reconsidered (Griffiths, 2007; Witcomb, 2006).

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Jackie Feldman)Ben-Gurion University of the Negev)

(More) Equal before God: Pilgrims, Locals and Tourists and at Jerusalem's Holy Sites

A recent issue of the Franciscan magazine *Terre Sainte* contains a full-page article entitled "On veut des pèlerins, pas des touristes" (Beaulieu 2011:360). The maintenance of a balance between the spirit of sacred places of pilgrimage, the expectations of tourists, and the needs of the local congregation has been central to the management of sacred sites (Shackley 2001). In many of the shrines studied, this balance is expressed as a conflict between spirit and matter – the spiritual needs of the worshippers, as opposed to the much needed financial support brought by myriads of tourists.

In Jerusalem, there is considerable overlap between religion and politics at holy places. Members of the faith (who are often members of a particular national group) are considered as insiders - pilgrims or locals, whereas most members of other faiths (and often national groups) are 'just tourists'. In the case of the three sacred sites I propose to compare – the Western Wall, the Church of the Holy Sepulcher and the Sacred Enclosure (Haram esh-Sharif), the building themselves embody a history of polemics with rival monotheistic faiths. All religious buildings are political, insofar as they concretize worship and truth claims in a permanent (and often monumental) public space. In the case of the Western Wall, the Holy Sepulcher and the Dome of the Rock, however, the sites (or the buildings of which they are the remains) were, from their beginnings, intended as manifestations of divine favor and (superior) presence to religious others.

In the context of the volatile political situation in Israel/Palestine and the religification of the Israeli-Palestinian conflict, Jerusalem's holy sites have increasingly become national symbols, proofs of antiquity and sites of political struggle. The possession of space, the display of symbols and the observance of rites of various groups at the principal sites of Judaism, Christianity and Islam are governed by detailed status quo agreements, hammered out and often renegotiated between governments in international forums.

By observing the signage, access to space and regulation of visitor movement *in situ*, I intend to present a collage of explicit rules and implicit customs governing visitors' entry and behavior at the primary sacred sites of the three monotheistic religions in Jerusalem. Who has the right to enter the sacred precincts and when? What security or other controls must visitors to these sites undergo? What distinctions are made between 'insiders' and 'outsiders' and how (and by whom) are these determined and enforced? What uses of space are permitted in sacred precincts and to whom (and when)? What kinds of religious or touristic behavior are encouraged or tolerated in each of these spaces? Are there

common guiding narratives or subversive bodily motions practiced by visitors to resist the rules and regulations imposed by site signage or site managers?

I do not expect to reach definitive conclusions on religious behavior in Jerusalem, nor propose practical suggestions for management of sacred sites. I believe, however, that the juxtaposition of the lived behavior of contemporary visitors and site managers at sites of three different religions can provide an important window into the interaction of religion and politics at one of the world's richest and potentially, most explosive sites.

Noga Collins-Kreiner (University of Haifa, Israel), **Biljana Petrevska** (Goce Delvec University, Macedonia) and **Shaul Krakover** (Ben-Gurion University of the Negev and Hemedat DaDarom Education College, Israel)

Developing the Jewish Heritage Tourism Product in European Cities

Currently, cities, especially in Europe, are engaged in developing their Jewish heritage resources. This trend raises questions with respect to the motivation of the decision makers and stakeholders. While visitors' motivation for tourism is a widely explored topic, the motivations of local societies to preserve heritage sites related to others' culture has hardly been treated.

The aim of the research is to analyze the motivation of policymakers to preserve assets of cultures that do not belong to the mainstream population. The paper uses Tunbridge and Ashworth's (1996) seminal study on 'Dissonant Heritage' and Bennett's (1986, 1993, 2004, 2013) Developmental Model of Intercultural Sensitivity (DMIS) in order to evaluate both the motivations and the existence of a cultural dissonance.

As there is a growing worldwide trend towards preserving and developing Jewish Heritage Tourism (JHT) this study examines Jewish heritage sites in three Macedonian cities endowed with rich Jewish history. Previous studies suggested the prevalence of six possible motives: Guilt, Facing harsh history, emphasis on Dark Tourism, Revival of a Harmonious Past, Respect, and Economic benefits. Data were obtained via face-to-face interviews conducted with policymakers from central and local governments.

The interviews were analyzed qualitatively and quantitatively in order to determine the leading motives for preservation. The findings indicate that by establishing and maintaining Jewish Heritage sites, stakeholders reflect sentiments of respect and admiration for the perished Jewish community and a longing for the revival of an elusive harmonious past. The potential economic benefits and Dark Tourism surfaced only as minor motives. Practically, JH preservation is used to revive dialogue with a forgotten past that may also contribute to urban tourism development in the future. Conceptually, the interviews did not reveal any indication of heritage dissonance, a finding that stands in sharp contrast to the dissonant heritage theory.

This work was done in Macedonia, but is currently being expanded to other countries, where JHT is emerging in the last decades. This article sets the stage for further explorations into the motivations to develop the Jewish tourism product in different cities in Europe.

10:30-11:00

Coffee Break

Mauro Ferrante (University of Palermo, Italy), **Giovanni Luca Lo Magno** (University of Palermo, Italy), **Stefano De Cantis** (University of Palermo, Italy) and **Geoffrey J.D. Hewings** (University of Illinois at Urbana-Champaign, USA)

Concentration of Tourism Activity over Time and Space: Measurement Proposals and Empirical Applications in Urban Contexts

Tourism activities typically display a characteristic concentration over time and space. Regarding the former, seasonality, as an aspect of tourism, has been recognized as one of the key distinctive features of tourism-related phenomena; from the latter point of view a spatial concentration of tourism activities characterizes the development of many tourism destinations at the meso- and micro-levels. These issues pose several challenges regarding the management of tourism and its impact from economic, social and environmental points of view. Whilst the concentration of tourism activities over time and space has been widely investigated in the tourism literature, current measurement approaches do not adequately take into account the well-defined structure of the phenomena investigated from temporal and spatial perspectives.

This paper proposes a new measurement approach relating to temporally- and spatially- concentrated phenomena, by introducing a new class of indices based on the *transportation problem approach*. Deploying accommodation statistics from the Eurostat database, the seasonality of tourism flows across European countries will be analyzed over a ten-year period. In addition, the spatial distribution of hotels in three urban tourism destinations (Barcelona, Jerusalem and Palermo) and AirBnB accommodation in Palermo and Barcelona will be analyzed and compared in terms of their concentration, by using the proposed indices. This analysis will also shed light on the main features of tourism development across countries and cities, highlighting new features of tourism development in the age of the sharing economy. The results of the research will reveal a distinguishing degree of the concentration of tourism-related phenomena (from the demand and supply sides) over time and space, although these patterns vary considerably according to the specific context under consideration. An accurate measurement of concentrated phenomena is required in order to more precisely evaluate the effectiveness of policy actions at the national, regional and sub-regional levels, and to assess the economic, social and environmental impacts of the time and space concentrations of tourism activities.

Amos Ron (Ashkelon Academic College, Israel)

Crowd Management in an Era of Over-tourism: The Urban Setting

In recent years we have been experiencing more and more cases of over-tourism in European cities. The 'pioneer' city was most likely Venice, but the list is getting longer, and it now includes Barcelona and Amsterdam, as well.

Crowd Management is an interdisciplinary term that is under-researched in the context of European urban tourism. The common contexts of crowd management are sports, political activities, festivals, events and pilgrimage. Theories of crowd management were developed by psychologists and sociologists. Early social psychologists, such as Gustavo Le Bon and Gabriel Tarde, came up with terms such as "the origins of crowds", "mass imitation", "mob psychology" and the "theory of crowd". Other early theorists include psychologists William McDougall, Sigmund Freud, F. H. Allport and the sociologist Ralf Turner. In contemporary times researches are more pragmatic and are being carried out by scholars

in the fields of computer sciences, architecture, urban planning, civil engineering and event management.

In this presentation I will be reviewing early social theories describing the phenomenon, as well as engineering and architectural practices that are instrumental in minimizing its negative effects; I will be referring to the relative resilience of pilgrimage cities – with examples from ancient Jerusalem and contemporary Lourdes and Mecca – and will be suggesting a preliminary conceptual framework for understanding and managing large crowds in urban tourist settings.

Noam Shoval (The Hebrew University of Jerusalem, Israel)

Open Skies, Low Cost Airlines and Impact on Urban Destinations in Israel

In May 2013, Israel signed a bilateral agreement with the European Commission regarding the implementation of an “Open Skies” policy. The result of this agreement was a rapid increase in the number of airlines and flights operating between European Destinations and Israel, resulting in a dramatic increase in the numbers of Israeli outbound tourism to Europe and a more modest increase in inbound European tourism to Israel. The higher accessibility to flights due to their lower prices and several other socio-economic processes, such as growth of individual tourism vs. organized tourism, created a growing demand for short vacations in cities (“city breaks”) this trend is supported by efforts by cities such as Jerusalem and Tel Aviv to increase their attractiveness for tourists.

The result of the open skies agreement on inbound time-space flows within Israel is the overcrowding of tourists in Jerusalem and Tel Aviv on the expense of the geographical peripheries of Israel. This imbalance is increasing the existing economic gaps between core and periphery in Israel. This research is based on an extensive GPS based survey of inbound tourism to Israel that took place in the years 2015-2017 and included 3000 individual and about 150 organized groups of inbound tourists to Israel. Participants were interviewed before, during and after their visit to Israel. They were supplied with a smartphone that amongst other things tracked their location every minute during their whole stay in Israel.