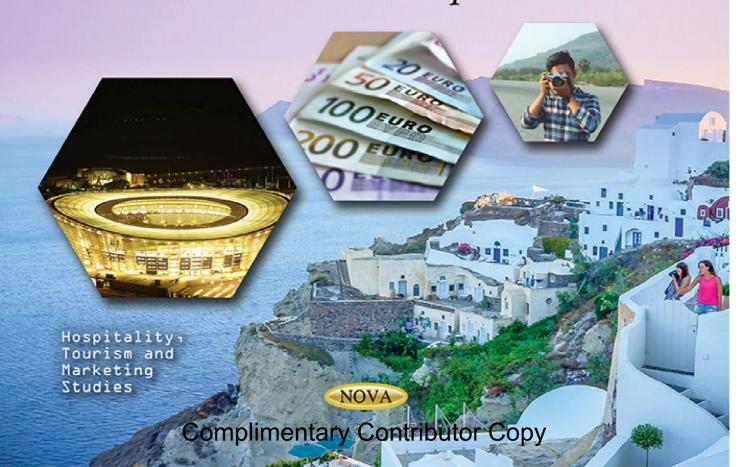
Kostas Rontos • José António Filipe Paris Tsartas

# MODELING AND NEW TRENDS IN TOURISM

A Contribution to Social and Economic Development



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# **CONTENTS**

Preface		vii
Chapter 1	The Portuguese Tourism Market: A Model João Albino Silva, Manuel Alberto M. Ferreira, José António Filipe and Manuel Coelho	1
Chapter 2	The Geography of Tourism in Europe: Exploring Countries and Regions of Higher or Lower Development of Tourism in the Period of Crisis  Kostas Rontos, Luca Salvati, Maria-Eleni Syrmali, Ioannis Vavouras and Efstratia Karagkouni	21
Chapter 3	Anti-Commons, Regulation and Tourism: How to Avoid the Economic Destruction of Value José António Filipe	43
Chapter 4	Islands and Tourism: A Comprehensive Framework for the Development of a "New Tourism" Model Dimitrios Lagos, Eleni Kitrinou, Kostas Rontos and Mihail Diakomihalis	65
Chapter 5	Tourism Development Models in Greece: Trends and Challenges in an Effort to Change the Paradigm Paris Tsartas, Efthymia Sarantakou and Alexios-Patapios Kontis	79
Chapter 6	Anti-Commons in Tourism: Evidence from Portugal and Bulgaria José António Filipe and Desislava Yordanova	97
Chapter 7	Healthwwwcare. Total Globalization of Healthcare <i>Paulo Sintra</i>	115
Chapter 8	Neuromarketing Applied to Tourism: An Introductory Vision José Chavaglia, José António Filipe and Manuel Alberto M. Ferreira	135

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vi Contents

Chapter 9	Mega-Sporting Events: Their Emerging Importance for Tourism And Societies and the Need for Their Strategic Enrolment in Regional Planning Petros Rontos	151
Chapter 10	The Integration of Greece in the System of International Tourist Operations (1945-1974): A Quantitative Analysis Savvakis Manos and Nikolakakis Michalis	163
Chapter 11	About Some Stylized Facts on Tourism: A Multidimensional Scaling Approach António Bento Caleiro	181
Chapter 12	Data Driven Marketing Decision Making: An Application of DEA in Tourism Marketing Channels Alexios-Patapios Kontis and Dimitrios Lagos	195
Chapter 13	Sport Events Tourism: A Perspective Analysis for the Tourism Sector Teresa Palrão and José António Filipe	215
Chapter 14	An Organization Design Redefinition for the Tourism Sector Using Design Thinking: Sustainable Hotels Case Study David Lamelas, José Lamelas and José António Filipe	231
Chapter 15	Sociability and the Intention to Return to a Hostel Paulo Rita, Ana Brochado and Rita Marques	273
Chapter 16	Sky Commons as a Basis to Explore the Touristic Potential of the Alqueva Area (Portugal) <i>Áurea Rodrigues and José António Filipe</i>	285
Chapter 17	Management Style Preference and Its Impact on Employee Job Satisfaction in Independent Hotels: An Exploratory Study Rebecca Bennett and Miguel Moital	303
Chapter 18	Energy Use in Hotels: Environmental Policies towards a Sustainable Greek Tourist Product <i>Katerina Parpairi</i>	321
Chapter 19	The Perceived Image of Cape Verde Pedro Quelhas Brito, Antónia Correia and José Luís Barros	359
Advisory Com	nmittee	375
About the Editors and Authors		377
Index		389

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Chapter 11

# **ABOUT SOME STYLIZED FACTS ON TOURISM:** A MULTIDIMENSIONAL SCALING APPROACH

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# **ABSTRACT**

The tourism industry is characterized by some stylized facts, namely that the distance (from the place of residence to the touristic place), the characteristics of the tourist place and the time of year are relevant factors in determining the level of tourist activity. The combination of distance and geographical location makes multidimensional scaling a particularly appropriate methodology to test those stylized facts, for that taking into account the time of year. To illustrate, the case of Portugal is considered, which, in general, confirms the existence of those empirical facts.

**Keywords**: Distance, Multidimensional Scaling, Portugal, Tourism

# INTRODUCTION

As is well known, tourism is an activity of major relevance to some countries and, in particular, for certain regions or cities of these countries. For a variety of reasons, including its geographical location, its climate, its cultural richness, as well as the kindness of its people, Portugal is a good example regarding the importance that tourism plays in economic terms.

As evidence of the economic importance of tourism in Portugal, a recent study by the World Travel and Tourism Council (WTCC) indicates that the direct contribution of Travel

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