

# Tourism and Leisure PhD Program – 2019/20

## Doctoral Days

Rovira i Virgili University, Catalonia

Vila-seca Campus, Faculty of Tourism and Geography

13-15 November 2019

### Program

#### Wednesday 13<sup>th</sup> November 2019

- 09.30            **Welcome and institutional opening**  
Dr. Josep Ribalta, Director, Postgraduate School, University Rovira i Virgili  
Prof. Salvador Anton Clavé, PhD Program Director, University Rovira i Virgili
- 10.00            **Open Innovation and Social Big Data for sustainable tourism**  
Dr. Guido Capanna Piscè (University of Urbino “Carlo Bo”, Italy) *Chair: Dr. Salvador Anton Clavé*
- 11.30            **Methodological workshop ‘The Ecological Footprint Methodology in DestiMED project’**  
Dr. Guido Capanna Piscè (University of Urbino “Carlo Bo”, Italy) *Chair: Dr. Salvador Anton Clavé*
- 15:30            **Closed-group supervision meetings with Dr. Capanna Piscè**

#### **Dr. Guido Capanna Piscè, University of Urbino “Carlo Bo”, Italy**

##### **“Open Innovation and Social Big Data for sustainable tourism”**

The large diffusion of web 2.0 and digital technologies have radically changed firms’ open innovation strategies by creating the processes of users’ empowerment, as well as larger and more highly participated innovation processes. This is because as open, low cost and ubiquitous tools, digital technologies allow firms to tap into the knowledge and experiences of a larger number of actors, allowing them to actively participate in the open innovation process. The huge amount of data generated on social media by tourists related to their travel experiences can be a valid source of open innovation. To achieve this aim, this lecture will present evidence of a digital tourism experience through a longitudinal case study of a destination in Italy, and aims to contribute to the debate on Open Innovation in the age of Big Data, by shedding new light on the role that social networks can play as enabling platforms for tourists’ involvement and sources for the creation and management of valuable knowledge assets. The presented findings demonstrate how social Big Data could open up innovation processes that could be of support in defining sustainable tourism experiences in a destination.

*Dr. Capanna Piscè’s lecture will be chaired by Salvador Anton Clavé*



Guido Capanna Piscè holds a PhD in Sociology of Communication and Performing Arts. He is Adjunct Professor at the DISCUI Dept. at the University of Urbino “Carlo Bo”, supervisor of the European Charter for Sustainable Tourism in the protected area of PMA Torre del Cerrano, and, as registered journalist, is the director for the magazine “Brezza di Mare”. He is a business trainer and consultant.

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#### Thursday 14<sup>th</sup> November 2019

- 09.30      **Platform-mediated tourism practices: genealogies, infrastructures and impacts**  
Dr. Filippo Celata (University of Roma I “La Sapienza”, Italy) *Chair: Dr. Antonio Paolo Russo*
- 11.00      Coffee break
- 11.30      **Methodological workshop ‘Platform data: methods and strategies for spatial analysis and mapping’**  
Dr. Filippo Celata (University of Roma I “La Sapienza”, Italy) *Chair: Dr. Antonio Paolo Russo*
- 15.30      **Closed-group supervision meetings with Dr. Celata**

**Dr. Filippo Celata, University of Roma I “La Sapienza”, Italy**

#### **“Platform-mediated tourism practices: genealogies, infrastructures and impacts”**

The diffusion of web sites such as Airbnb or Tripadvisor impacts heavily upon tourists’ practices and the production of tourism spaces. This presentation will first discuss the genealogy of this digital ecosystem, its precursors, and the socio-technical innovations that permitted it to substitute traditional intermediaries. Second, it will explore the technical and economic infrastructure through which digital platforms extract, accumulate and distribute information and value, in light of contemporary debates about, on the one hand, the political economy of platform capitalism and, on the other, cultural and critical enquiries of internet-mediated imaginaries and identities. Third, it will discuss the diverse and differential impacts digital platforms have in big tourist-historic cities, in terms of neighbourhood effects, centre-periphery dynamics and socioeconomic polarization, the critical relationship between permanent residents and short-term visitors, the “housing question”, and regulatory challenges. Based on this review of the state-of-the-art of the literature on the topic, the presentation will highlight some of the most relevant open issues, and provide suggestions for further research. In the following *Methodological Session*, Dr. Celata will explore how digital platforms provide a wealth of information, user-generated contents and geodata and, consequently, an unprecedented opportunity to explore both the inner functioning of those platforms and their impacts upon cities. This presentation will first present a few examples of how those data has been used or may be used to highlight, to interpret and to map the tourist city. Secondly, it will provide an overview of the most relevant data sources, of some preliminary geo-referencing and geocoding techniques, and of some exploratory spatial analysis and spatial statistics tools such as density maps, spatial interpolation, local and global indexes of spatial autocorrelation, spatial clustering and spatial association. It will focus primarily on Airbnb, and give also some hints on non-spatial quantitative methodologies such as textual analysis and social network analysis.

*Dr. Celata’s lecture will be chaired by Antonio Paolo Russo*



Filippo Celata, PhD in economic geography, is faculty at La Sapienza since 2006 and currently associate professor in economic and political geography. He teaches “economic geography”, “local development” and “introduction to spatial data analysis”, and coordinates the PhD curriculum in Economic Geography of the University of Rome La Sapienza. He is chief editor of the “Rivista Geografica Italiana” and has been guest editor for the journals *European Urban and Regional Studies*, *Regional Environmental Change*, *Environmental Innovation and Societal Transitions*; he is member of the board of directors of the Società Geografica Italiana. One of his main research interest is the impact of digital platforms - and peer-to-peer accommodation platforms more specifically - on socio-spatial relations. In this regard, he is the Principal Investigator of a 3 years research project “The short-term city: digital platforms and spatial (in)justice”. He is member of the Management Board of the COST Action and European research network “From sharing to caring: socio-technical aspects of the collaborative economy”; collaborates with the Italian institute of statistics (Istat) within the “Multi-purpose survey on households” for what refers to the sharing/platform economy. On this topic, he published several works, is guest editor for the forthcoming special issue “Cities, postcapitalism and the sharing economy” in the journal *CITY*; is an active participant to the public debate in Rome, and Italy, about the impact of Airbnb and similar platforms and about their regulation.



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#### Friday 15<sup>th</sup> November 2019

- 09.30            **Tourists and cultural consumption: motivation, learning, preferences**  
Dr. Raffaele Scuderi (Kore University of Enna, Italy) *Chair: Dr. Ana Beatriz Hernandez*
- 11.00            Coffee break
- 11.30            **Methodological workshop**  
Dr. Raffaele Scuderi (Kore University of Enna, Italy) *Chair: Dr. Ana Beatriz Hernandez*
- 14:00            Lunch time
- 15.30            **Closed-group supervision meetings with Dr. Celata**
- 15.30            **Tourism and Leisure Phd Program Tips and Infos - Dr. Antonio P. Russo**
- 16.30            Closure

#### **Dr. Raffaele Scuderi, Kore University of Enna, Italy**

##### **“Tourists and cultural consumption: motivation, learning, preferences”**

In recent times the role of cultural consumption in a holiday has been increasingly investigated in tourism studies and related fields. We present evidence coming from different researches, each pointing out the role of peculiar aspects of cultural consumption in samples of tourists. We first present an empirical investigation on the role of motivation in frequent museum attendance. We will then discuss if learning process takes place from visiting cultural attractions, still testing the research hypotheses on a sample of tourists visiting a museum. Further, we will try to depict the cultural tourist behaviour from tourist card data reporting the sequence of visited attractions in a tourist destination. A discussion on the opportunity to extend the cultural supply of destinations concludes.

The methodological session will be organised as an interactive workshop to present the main techniques used in the papers. Focus will be given to methods and relevant software routines, critically discussing the choices we made in relation with the research questions.

*Dr. Scuderi's lecture will be chaired by Ana Beatriz Hernandez Lara*



Raffaele Scuderi is Professor of Applied Economics at Kore University of Enna, Italy, where he serves as Chair of the Quality Committee and Coordinator of the Economics area for the Ph.D. Programme in Economics and Law. He is editor of the *Tourism Economics* journal. Raffaele holds a Ph.D. in Applied Statistics from the University of Palermo, Italy, and started his academic career as Assistant Professor of Economics at Free University of Bolzano, Italy. His research interests lie in the areas of tourism and cultural economics, individual behavior, urban and regional economics, development economics.