



## International Tourism Congress ITC2022 Tourism – Going Back/Forward to Sustainability

November (16)17-19, 2022, Łódź, Poland

BOOK OF ABSTRACTS

Organisers:



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GEOGRAPHICAL SCIENCES**

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CENTRE FOR TOURISM  
RESEARCH, DEVELOPMENT  
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Special session on sustainable spatial planning of tourism destinations is to disseminate the results of the project SPOT. Project SPOT was supported by the European Commission under the Erasmus+ Programme (2019-1-PL01-KA203-064946). The ITC2022 and the special session reflect only the position of the authors, and the European Commission and the National Agency are not responsible for the substantive content contained therein or for the use of the information contained therein. For more visit: <https://spot-erasmus.eu/>.

International Tourism Congress ITC2022

**TOURISM – GOING BACK/FORWARD TO SUSTAINABILITY**

November (16) 17-19, 2022

Łódź, Poland

Organised by

**Faculty of Geographical Sciences, University of Lodz (Poland)**

in cooperation with

**CiTUR Centre for Tourism Research, Development and Innovation.**

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## 7B. Accessible, sustainable and smart tourism: challenges and good practices

Day	Friday, November 18, 2022
Time	11:30 - 13:00 (CET)
Venue	Hybrid, On-site in Straszewicz Hall
Chair persons	Eugénia Devile, Márcio Martins

- 1 | Accessibility in events: Are the supply companies ready? (Filipa Gonçalves) | Online
- 2 | How accessible is Portuguese tourism? Reflections on existing good practices (Cláudia Martins) | Online
- 3 | The role of spatial planning in tourism development: Opportunities and challenges (Yasemin Levent, Ezgi Şahin) | Online
- 4 | Accessibility of supply in tourist destinations' competitiveness models: Review of the state of the art and proposal of a new model (Tomo Valeriano Rosário) | Online
- 5 | Adaptive management of tourism carrying capacity in nature-based sites: Operationalizing adaptivity dimensions (Aliya Tankibayeva, Aliya Aktymbayeva, Zhanna Assipova, Yeldar Nuruly) | Online

### 1. ACCESSIBILITY IN EVENTS: ARE THE SUPPLY COMPANIES READY?

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**Goal:** This research aims to analyse the perception and knowledge that the tourism and events' supply has about good practices of accessibility in events. The second goal is to identify dimensions of accessibility where there has been more intervention and implementation of appropriate measures, and areas that need to be improved.

**Method:** By combining quantitative and qualitative methods, it is intended to cross perspectives of different actors involved in the process. A questionnaire was applied to event managers and suppliers for events production services, and results are discussed together with data from the interview with a consulting entity on accessibility in events.

**Findings:** In general, the supply companies are aware of the need to adapt events to be more accessible. However, when analysing the areas identified in terms of practical measures implemented, a great distance from the global concept of accessibility is noted, with a greater focus on what concerns accessibility for people with reduced mobility.

**Limitations:** As an exploratory study, the sample used was reduced, given the current unavailability of many companies because of the high increase of events to be held in the context of the post pandemic. In the near future, it would be very relevant to conduct an extended study, not only in terms of the number of respondents, but also in terms of time, in order to assess the awareness of the adaptation needs to make events effectively more accessible.

**Practical implications:** By identifying the perception that the events supply has on accessibility dimensions of events' production will allow:

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## 5. ADAPTIVE MANAGEMENT OF TOURISM CARRYING CAPACITY IN NATURE-BASED SITES: OPERATIONALIZING ADAPTIVITY DIMENSIONS

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**Goal:** This presentation aims to introduce the results of the operationalization of adaptive management based on strategies by nature-based tourism sites in Kazakhstan. The nature-based tourism is a growing sector in Kazakhstan. It was important before the COVID-19 pandemic while having recovered quickly in 2021. Adaptive management in this research is argued to be a core constituent of effective recreational capacity management. However, the research question will also

interest an audience outside Kazakhstan. The need for flexible management strategies is common in nature-based tourism across countries (Musavengane & Woyo, 2022; Plummer, Stone-Jovicich, & Bohensky, 2012). Nature renders multiple uncertainties while humans can tackle not all natural phenomena (Kingsford & Biggs, 2012). The study is a part of a larger research project looking at the interrelations of adaptivity and tourism infrastructure. The focus of this presentation is, however, on the operationalization of adaptivity. The work was undertaken to define and operationalize adaptivity based on practical strategies by park management. While formal management frameworks in nature-based sites stipulate measures to regulate carrying capacity, the aim of this research was capture and operationalize their practical realizations. The dimensions of adaptive management were identified as four: closing the entire park, limiting entrance to specific routes, regulating the tourist flows and numbers, and regulating types of tourist activity. We have developed an unconventional protocol for capturing and operationalizing the concept, which we will also present as part of the research results.

**Method:** In the first stage, we have analyzed instances of adaptation measures from the news releases of tourism sites under study in order to identify choices made by tourism sites. It was followed by an exploration of instances coverage in media, a specialized online forum, and Trip Adviser. When it was stated, we recorded the rationale for each choice, contingent factors, emotional connotation, and who the narrators were (visitor, media, etc.). In the next stage, we discussed the dimensions and their measurements with two park management representatives, developing a scale of less-to-more adaptive capacity for each choice.

**Findings:** In this presentation, operationalizations of adaptivity and the protocol will be submitted for the review of the audience. Moreover, we will provide an analysis of the rationales for the adaptive choice, the frequency of chosen strategies, and what different stakeholders narrate about the choices made by parks.

**Limitations:** This is a work-in-progress and will be subject to validation.

**Practical implications:** The results will interest scholars, DMOs, and various tourism facilities facing a need for adaptive recreational capacity management.

**Originality:** The originality of capturing from the content analysis is also a way to operationalize concepts not in park managers' formal, conceptual inventory, although being realized as a management routine.

**Key words:** Adaptive recreational capacity management; nature-based tourism; content analysis; sustainable tourism.

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